

THE ROTARIAN

Vol. VIII. No. 3.

MARCH, 1916

Price 15 Cents

MARCH

*Ah, passing few are they who speak,
Wild, stormy month! in praise of thee;
Yet, tho thy winds are loud and bleak,
Thou art a welcome month to me.*

*For thou, to northern lands, again
The glad and glorious sun dost bring,
And thou hast joined the gentle train
And wear'st the gentle name of Spring.*

—William Cullen Bryant



—ROTARYGRAMS—

Extracts from Writings of International Officers



ROTARY'S growth has been phenomenal, our service to our fellow men considerable. It is difficult to conceive how the future development of Rotary can keep pace with its past. Yet it must. An organization that ceases to progress begins at that moment to die. Our march must be ever onward and upward. We know where lie "the milk and honey lands of life," and by unselfishly serving our fellow men we will spread the spirit of Rotary to the utmost parts of the civilized world.

—Frank L. Mulholland, Immediate Past President.

THE astonishing growth of Rotary in ten years justifies the greatest confidence in its future and men who prophesy a world-wide influence are by no means to be set down as dreamers. The world wants you. So let the years bring an overflowing and ever increasing measure of usefulness and achievement, never stopping content with what has been done, never losing our vision of what Rotary can do and be.

—Glenn C. Mead, Past President.

ROTARY is making men. It is a melting pot and a cleansing crucible. Rotary is the Golden Rule of business. Its work is to lead men out of themselves into the noblest channels of existence. I know it is the truth, for thru Rotary I have been instructed, encouraged and uplifted. I do not believe it takes an inspired vision to see the good of Rotary. It takes no great flight of fancy to picture its effectiveness in the building of civic righteousness and the betterment of business.

—Russell F. Greiner, Past President.

IT IS not enough that we have learned in Rotary to improve ourselves, or that we are becoming truly, inside the organization at least, the "other fellow's" club. We are finding that our greatest mission in Rotary is the development of men, and we might add, with a prayer of thanksgiving, a hope that business men of today will mobilize an army, not for military glory, but for true service to humanity. Verily, Rotary is here to make the world better.

—Robert H. Cornell, Second Vice-President.

WHEN you get right down to the philosophy of Rotary, right down to its meaning, it is service. A number of us have gathered together as disciples of a certain idea and we believe that the spreading of this idea is for society's welfare. I consider the great task of Rotary is first to find men in every calling who are true representatives and apt students of that idea. I believe that the most difficult task that lies before Rotary today is not only to explain to these men the principles and to bring them to be students of Rotary for the mastery of their own minds, but to bring them or to teach or to train them to love and strive for that which they intelligently approve.

—E. Leslie Pidgeon, Third Vice-President.

WHEN the races of the world have been taught that honest and square dealing is not an anachronism in business, that the doctrine is for today's use and not to be laid aside to await the millennium, that the Golden Rule pays real dividends and that "He Profits Most Who Serves Best," then Rotary will have reached its goal. Rotary is a success because it knows not failure, because it early learned the value of introspection and so wisely builded a foundation to sustain the splendid superstructure that it is now triumphantly erecting.

—Rufus F. Chapin, Treasurer.

ROTARY is a sort of a religion with me. It is the greatest organization in the world. Its meetings are the noisiest and the happiest. The Rotary clubs have proved that a bunch of jolly fellows—all successful, all broad-minded—can have a good time without liquors or the telling of smutty stories. To be a Rotarian a man must live Rotary all the time, with his employees, his clients and his competitors, according to the Rotary principle founded on the Golden Rule.

—Albert S. Adams, Sergeant-at-arms.

THE ROTARIAN

Registered U. S. Patent Office

The Magazine of Service

Vol. VIII

MARCH, 1916

No. 3

CONTENTS OF THIS ISSUE

<i>Title</i>	<i>Author</i>	<i>Page</i>
GREETINGS (Foreword).....	W. H. Ames.....	179
THE APPEAL OF ROTARY (Frontispiece).....	Herbert U. Nelson.....	180
AN INDIVIDUAL PROBLEM.....	Editorial.....	181
OUR INDIVIDUAL DEBT TO HUMANITY.....	Stewart C. McFarland.....	182
JENKS, ROTARIAN (First Installment).....	Philip R. Kellar.....	183
ORIGINATING A NEW INDUSTRY..... (No. 3. in <i>From Little Beginnings</i> series.)	Story of William McGlashan.....	187
HOW TO ORGANIZE NEIGHBORHOOD CENTERS..... (No. 5 in <i>Neighborhood Center</i> series.)	Wilhelm Bernhard.....	189
THE CITY MANAGER AND THE BABY..... (No. 3 in <i>Next Step in Municipal Government</i> series.)	Dr. D. F. Garland.....	193
A GOOSE HUNT IN CALIFORNIA.....	H. R. Basford.....	196
PORTRAIT PAINTING.....	J. W. L. Forster.....	199
ROTARIAN, PREACHER, GOLFER, HUNTER, FRIEND.....	Sketch of E. Leslie Pidgeon.....	202
THE PROMISE OF BRITISH ROTARY.....	Peter Thomason.....	203
THE BRITISH ASSOCIATION OF ROTARY CLUBS.....	Thos. Stephenson.....	204
VALUE OF ROTARY CONVENTION TO INDIVIDUAL.....	Harry G. Hastings.....	205
ADVERTISING ROTARY TO NON-ROTARIANS.....	Duluth Rotary Club.....	207
FASCINATION OF MODERN ACCOUNTING.....	W. B. Brockway.....	209
THE HUMAN ELEMENT IN AN INDUSTRIAL PLANT..... (Second and Last Installment.)	Charles B. Cook.....	213
MORE OR LESS PERSONAL.....	A. Little Bird.....	217
ROTARY EXTENSION WORK.....	District Governors.....	219
WHAT THE CLUBS ARE DOING.....	Club Correspondents.....	221
EDUCATIONAL OPPORTUNITY OF ROTARY MEMBERSHIP.....	Charles E. Bent (Supplement).....	1
OFFICIAL ROTARY DIRECTORY.....	List of Rotary Clubs (Supplement).....	2

Chesley R. Perry, Editor
(Secretary, I. A. of R. C.)

Philip R. Kellar, Managing Editor

Frank R. Jennings, Advertising Manager.

Published monthly by the Board of Directors of the International
Association of Rotary Clubs, as the Official Organ of the Association.

Office of Publication,
Mount Morris, Ill., U. S. A.

Editorial Offices,
910 Michigan Avenue, Chicago.

Terms of Subscription:

\$1.00 a year postpaid in the U. S. and its possessions; \$1.25 a year postpaid in Canada; \$1.50 a year postpaid
in Great Britain and Ireland and other countries; single copies 15 cents.

There were printed 25,000 copies of this issue.

**A CLASSIFIED
INDEX OF OUR**
ADVERTISERS
**READ THEIR ADS
WRITE TO THEM**

	Page		Page		Page
Advertising Department		Engravers		Neckwear	
The Rotarian.....	228	Bush & Krebs Co.....	240	Delpark, Inc.....	234
Advertising and Agencies		Eyeglass and Spectacle Mountings		Office Appliances and Supplies	
Classified, Directory of.....	229	E. Kirstein Sons Co.....	255	Davenport Manufacturing Co.....	249
Philadelphia Men in Rotary.....	247	File Wrappers		Desaulniers Co.....	249
The Rotarian.....	251	Desaulniers and Co.....	249	Fenton Label Co.....	247
Advertising Novelties		Florists		Irving-Pitt Co.....	243
Cruver Mfg. Co.....	232	Directory of.....	249	L. E. Waterman Co.....	242
"Happy" Sassaman.....	230	Food Products		Moore Pushpin Co.....	247
Taylor Instrument Co.....	232	The W. A. Castle Co.....	243	Remington Typewriter Co.....	231
Villmow & Theobalt.....	249	Dennos Food Co.....	254	The Egly Register Co.....	242
Automobiles		Fountain Pens		Weber-Erickson-Bunting Co.....	238
Velie Motor Vehicle Co.....		L. E. Waterman Co.....	242	Oil Tanks and Pumps	
.....Outside Back Cover		Graphite		Wayne Oil Tank and Pump Co.....	
Auto Supplies		The S. Obermayer Co.....	238Inside Back Cover	
Allen Auto Specialty Co.....	245	Gummed Labels		Olive Oil	
Landers Bros. Co.....	245	Fenton Label Co.....	247	The W. A. Castle Co.....	243
Wayne Oil Tank and Pump Co.....		Health		Optical Goods	
.....Inside Back Cover		The Battle Creek Sanitarium.....	235	E. Kirstein Sons Co.....	255
Baby Food		The Kercher Baths.....	250	Paints and Finishes	
Dennos Food Co.....	254	Hotels		Peaslee-Gaulbert Co.....	240
Badges		Allentown, Hotel Allen.....	243	Paper Balers	
Weber-Erickson-Bunting Co.....	238	Buffalo, Hotel Statler.....		Davenport Manufacturing Co.....	249
Banks	Page 16 Supplement		Pony Carts	
Broadway Trust Co.....	239	Chicago, Hotel Fort Dearborn.....		Colfax Mfg. Co.....	254
New Netherland Bank, New York.....	244Page 16 Supplement		The Eagle Carriage Co.....	254
Union Trust Co. Chicago.....	250	Cleveland, Hotel Statler.....		Push Pins	
Baths	Page 16 Supplement		Moore Pushpin Co.....	247
The Kercher Bath Co.....	250	Detroit, Hotel Statler.....		Rare Books	
Bedding	Page 16 Supplement		The Torch Press.....	249
Scranton Bedding Co.....	229	Directory of Rotary Hotels		Refrigerator Baskets	
Beverages	Page 15 Supplement		Burlington Basket Works.....	248
Centrell and Cochrane (Ginger Ale).....		New York, Hotel Majestic.....		Restaurant	
Dublin and Belfast.....	248Page 16 Supplement		The Hof Brau Haus.....	243
Blank Books		New York, Martha Washington		Rotary Jewelry	
Irving-Pitt Mfg. Co.....	243	Hotel (For Women).....	234	The Miller Jewelry Co.....	255
Boiler Cleaner		Philadelphia, Hotel Adelphia.....	247	Rugs	
The S. Obermayer Co.....	238	Providence, Hotel Crown.....	243	Davis & Nahikian.....	247
Book Publishers		Salt Lake City, Hotel Newhouse.....		Sales Registers	
The Torch Press.....	249Page 16 Supplement		The Egly Register Co.....	242
Burlap, Buckram and Webbing		House Furnishings		Sales Service	
Landers Bros. Co.....	245	Davis & Nahikian.....	247	Cruver Mfg. Co.....	232
Carriages		Ice Chippers		Sanitarium	
Colfax Mfg. Co.....	254	B. L. Schmidt Co.....	248	The Battle Creek Sanitarium.....	235
The Eagle Carriage Co.....	254	Ice Cream		Seals and Stencils	
Cigarettes		Crane's.....	247	Weber-Erickson-Bunting Co.....	238
Stephano Bros.....	253	Jewelers		Thermometers	
Cigars		The Miller Jewelry Co.....	255	Taylor Instrument Co.....	232
Henry T. Offerdinger.....	252	Labels		Tire Cases	
Classified Advertising	229	Fenton Label Co.....	247	The Allen Auto Specialty Co.....	245
Consulting Engineers		Leather Specialties		Tooth Brushes (Rubber)	
Scofield Engineering Co.....	247	The Leathersmith Shops.....	230	Indexo Co.....	251
Directory Classified	229	Villmow & Theobalt.....	249	Toys	
Detective Agency		Loose Leaf Systems		Amer. Mechanical Toy Co.....	245
The William J. Burns International		Irving-Pitt Mfg. Co.....	243	Transportation	
Detective Agency.....	239	Lunch Baskets		Louisville & Nashville R. R.....	240
Educational		Burlington Basket Works.....	248	Monon Route.....	244
The Sheldon School.....	230	Mechanical Toys		Nashville, Chattanooga & St.	
Kentucky Military Institute.....	240	The American Mechanical Toy		Louis.....	236
Electrical Supplies		Co.....	245	Typewriters	
Jas. Clark, Jr., Elec. Co.....	240	Military School		Remington Typewriter Co.....	231
Manhattan Elec. Supply Co.....	245	Kentucky Military Institute.....	240	Underwear	
Simplex Electric Heating Co.....	250	Motor Cars		Delpark, Inc.....	234
The United Electric Co.....	246	Velie Motor Vehicle Co.....		Vacuum Cleaners	
	Outside Back Cover		Clifton-Pratt Co.....	246
		Municipal Publicity		The United Electric Co.....	246
		Rotary Club of Atlanta.....	237		
		Rotary Club of Cincinnati.....	233		
		Rotary Club of Kansas City.....	256		
		Rotary Club of Louisville.....	241		

Greetings!

THE act and manner of salutation has played a greater role in the affairs of men than has ever been recorded in history or recited in works of etiquette.

The exchange of salutations has been practiced in some form by every branch of animal life as well as by every nationality and tribal division of the human race since time began.

And yet comparatively few of the millions of humans who daily and hourly salute their fellow men give more than a passing thought to the manner of their own act in so doing and the impression thereby conveyed to the person saluted, for be it known that no salute is passed that does not carry with it an impression to the mind of the person addressed, whether the greeting be by word or motion, by handclasp or kiss.

Our doughty Colonel by his "delighted" has indeed girdled the globe with friends. Mr. Bryan, while indulging in nothing stronger than the unfermented, has "smiled" himself into the hearts of countless thousands.

We will not dwell upon the professional hand shaker for revenue only, but I do suggest that a little introspection on the part of our club members on the matter of how to put into the handclasp, the smile, the wave of the hand or the bow, the fullest measure of the Spirit of Rotary will bring returns beyond the most sanguine imagination.

—W. H. Ames, *Houston Rotary Club.*

The Appeal of Rotary

By HERBERT U. NELSON, Minneapolis Rotary Club

¶ 1. **Its exclusiveness.** Its bases of selection are high and rigid but democratic. Election is a recognition of:

- a. Character.
- b. Proven ability.
- c. Good citizenship.

¶ 2. **Its variety.** By an unique method of selection of members, Rotary has within its ranks a greater variety of activities represented than any other organization which is small enough to preserve the personal touch between all of its members. Hence, it appeals to all interests. It is the community in miniature, a cross section.

¶ 3. **Its dignity.** The principle of selection of members which picks one representative from each of the community's various activities makes that representative feel that he bears the responsibility of representing his business or profession ably and worthily. He is an ambassador.

¶ 4. **Its stimulus to effort.** The association with men of proven success creates a spirit of emulation and a resolve to continue worthy of such association.

¶ 5. **Its fellowship.** The noncompetitive principle tends to do away with the caution and restraint of ordinary business relations. The knowledge that every member has before admission been carefully scrutinized and found worthy is a further incentive to make friends freely.

¶ 6. **Its power.** The loyalty and affection which its fellowship creates gives every member a sense of the power which resides in the united will and effort of two hundred able and influential men. The knowledge that the influence of Rotary is at the service of its members when need arises, in its turn creates loyalty.

¶ 7. **Its fun.** Because of the freedom from restraint and the good fellowship within Rotary it is possible to have an atmosphere of boyishness and fun which is natural and unforced.

¶ 8. **Its direct personal touch.** The club adopts many devices to make friendships easily begun and confines the number of members in the club to the natural limits of individual acquaintanceship.

¶ 9. **Its idealism.** Rotary is the first organized effort to introduce the professional spirit into business life as a whole. The fact that it has tried to formulate a code of ethics is evidence of this fact. The professional spirit within any group implies the following:

- a. Useful service to society, not for profit alone but for love of the profession and for humanity.
- b. An organized body of knowledge as a basis.
- c. Definite standards of efficiency.
- d. Definite standards of personal and professional conduct.
- e. Esprit de corps. Loyalty to business or profession and faith in its service.

Herbert Nelson, secretary of the Minneapolis Rotary Club, endeavored to state the appeal of Rotary in the fewest possible words, in the above article, which was written first as an outline to be used as the basis for an extended paper upon the same subject. The Editor feels confident that his "outline" will take its place among the most valuable contributions to Rotary literature.

THE ROTARIAN

Official Organ of the International Association of Rotary Clubs

Vol. VIII, No. 3—

EDITORIAL

March, 1916

An Individual Problem

SHALL the Rotary club participate as a body in civic activities? This is a question which each club probably had best decide for itself. In the process of reaching a decision, if the question is studied from every angle, several problems will present themselves for solution.

The first question to be answered is whether or not the proposed activity is one which the club is willing to approve and endorse.

The second is, "Do the men in charge and the methods proposed promise success?" for the Rotary club should not be officially connected with a failure.

The third question is, "Do a large majority of the members of the club approve of participation by the club as a body?" for if only a bare majority do approve, it might prove much the wiser and better course for the club to refrain from participation and await an occasion and time when the organization would be more nearly united.

If all of these questions should be answered in the affirmative—if the proposed activity is one which the club can endorse and help without running counter to the principles and ideals of Rotary, if the proposed method of action gives promise of success, if all the members or a large majority approve of participation by the club as a body—there will still remain this important question to answer:

"Will participation by the Rotary club as a body be misconstrued by the public and its action misunderstood?"

Rotary has high standards and lofty ideals but the proof that Rotarians are sincere in their adherence to these standards and ideals is found in the actions of Rotarians individually and collectively. The public judges Rotarians not so much by what they say as by what they do. Practice, rather than profession, is the measure of a man or an organization. And sometimes the motive of an action is misconstrued.

So it is necessary that a Rotary club should be sure that its actions square with the professions of Rotarians. And it is the part of wisdom to have these actions so squarely on all fours with the professions that the public shall have no reason for a misunderstanding or a misconception.

Again, there are times when some or most of the members of a Rotary club may feel called upon to participate in civic activities because of their membership in other organizations. Thus they may be practicing the lessons taught them by Rotary. It may not be wise for the Rotary club, as a body, but eminently proper for the Rotarians as individuals and as members of other organizations, to take part. Again this is an individual problem.

A man's constructive influence upon the community has been called the measure of his success as a man. There is something wrong with a Rotary club which does not make each member a better and more efficient member of his chamber of commerce, board of trade, or any business, professional, patriotic, religious or other worthy organization to which he may belong.

In the fellowship of Rotary it is the pleasure and privilege of Rotarians to render service and do their duty at the right time and at the right place.

The form in which Rotarians participate in every worthy community effort is not so essential as is the participation.

Our Individual Debt to Humanity

By STEWART C. McFARLAND, President Pittsburgh Rotary Club

MAN'S mission in life and his destiny have always been the consuming problems of all times.

*"There was the door to which he found no Key:
There was the Veil past which he could not see."*

Ever since the days of Cain has man speculated on his relation to his fellows and the question "Am I my brother's keeper?" has followed him thru the ages.

For man's deeper musing Moses brought from Sinai the tablets of stone and in the centuries that followed he was given the Law and the Prophets.

For him Socrates drank the hemlock but still he found no Key.

Finally from out of the matrix of the ages came the greatest teacher that ever trod the shores of time and, by precept and example, gave man the Key to his mission and rent in twain the Veil that from the dawn of civilization clouded the star of his destiny.

The fullness of man's mission stood revealed in His life of service and the glory of man's destiny was made manifest as He trod the *via dolorosa*—as he trod the path of pain.

But for centuries after and to this present day, thru the inertia of ignorance and inordinate selfishness, we have failed to comprehend the full meaning of it all. We have failed to learn life's lesson. We have failed to see that we too must sweat our drops of blood in life's Gethsemane, that we too must tread the *via dolorosa*, that we too must be crucified on the cross of service and rise from our dead selves of ignorance and prejudice into the white light of unselfish devotion to humanity.

But there is a new day dawning. In Rotary the light is breaking. We are beginning to see beyond the Veil. We have found the Key that unlocks the door to life's great mission.

The voice of Rotary is giving us an affirmative and practical answer to Cain's age-long question. We are our brother's keeper. We have discovered that there is a self-enforcing law which imposes on every man a measure of responsibility for the welfare of his fellows and that we must assume this responsibility somewhere, somewhen, somehow, whether we will or not.

We are the heirs of all the ages. Our inheritance has been purchased by the blood and sweat of all the martyrs and toilers that have lived and died before us. This inheritance has been bequeathed to us with big responsibilities and with solemn obligations and only as we assume these big responsibilities and discharge our solemn obligations with a full measure of service are we playing our part aright in life's great drama.

Rotary is showing us the way. Rotary is showing us that we as individuals and as a generation owe a debt to humanity that can only be paid as we give to the world a life of complete service.

Rotary repudiates the statement that the world owes every man a living. The world owes no man a living, but every man owes the world a life and we are true to our trust and to the destiny of our being only as we deposit in the lap of humanity the fruits of a complete life.

This Is Our Debt.

This Is Our Mission.

This Is Our Destiny.



Jenks, Rotarian

By
Philip R Kellar



CHAPTER I

AT the age of twenty-nine William R. Jenks found himself in possession of a goodly inheritance: a pleasant disposition from his mother, good health and mental and physical vigor from his father, good looks from both parents, a large outlook upon life gained from years of adventurous roaming, and a good business from his uncle, William H. At least he hoped it was a good business. One of the requirements of his uncle's will leaving it to him was that he should be the active manager of Jenks & Co., road builders and manufacturers of road building machinery, of Cornville.

He mentally took stock of himself and his prospects, as the train was nearing Cornville. His memories of Cornville and his Uncle William were a bit hazy. He remembered Cornville as a rather humdrum mid-western American overgrown town all the more insistent that it be recognized as a city because few persons not resident in it were willing to make the admission.

He took from his pocket to re-read for the twentieth time the long letter of instructions that his uncle had written to him and left with his will. William H. Jenks, his father's oldest brother, for years had been one of the big men of the section. As a manufacturer of agricultural implements he had built up a business that caused him to be listed as a millionaire. At the age of 65 he had sold out to "the trust" and retired.

"I retained several of my own patents," the document said, "intending to give them to you upon my death with the hope that their possession would cause you to give up your worthless wandering method of life and settle down to do something of service to yourself and the world.

"But I could not stand the inaction. So, in three years I decided to go into business again, perfecting the patents and getting things in such shape that I might leave

you a going concern. The problem of better roads is vital to the continued development and progress of our great country. I can conceive of no other activity in which a young man can participate that will be of more service to his country than to aid in the solution of this problem."

Uncle William was something of a practical philanthropist, Jenks thought. The reading of the letter was interrupted by the entrance of a young woman into the observation compartment. Evidently she had boarded the train at the suburban station. Jenks thought her a fine looking girl, of striking appearance, handsome rather than beautiful. He read the name, Alice Alson, upon her small suitcase. She soon was absorbed in her magazine and Jenks returned to his uncle's letter.

"I might leave you some of my money," Uncle William had written, "instead of giving it all to others, but I believe I will be doing more of a kindness by leaving you this business. I want you to take charge of it and make it a success. To further aid you I am leaving a number of very good friends, who will become your friends also just as soon as you show yourself worthy of their friendship. Most of them are members of the Cornville Rotary Club of which I was one of the founders and which I want you to join as soon as they will let you."

Jenks had heard of the Rotary club but his curiosity had not been aroused sufficiently to cause him to learn more than that it was an organization of business men and that there were many Rotary clubs in various cities. There was much in the letter regarding the details of the business, and Jenks read it again, very carefully, and sighed because the prospect was not so very pleasing to a young man whose chief responsibilities for years had been looking after his personal comfort.

He looked at the girl and was half con-

scious of a hope that she lived in Cornville and that he might meet her before many days. He wished she would look up that he might see her eyes but apparently she was entirely ignorant of his existence. When the train pulled into the station at Cornville Jenks saw her in the crowd just ahead of him and they passed out onto the sidewalk in single file. The street was being paved, the steam roller puffing and rumbling along, its driver so completely absorbed in his work that he did not see the girl as she stepped off the curbing and started across the street. Jenks sprang forward and pulled her back with a startled exclamation.

"Thank you," she said without any sign of excitement, a quizzical smile telling him that she was more amused than frightened.

Jenks stammered an embarrassed apology as he released his clutch upon her arms.

"Of course the thing wouldn't have run over you but—but—"

"But you wanted to rescue me just the same," she finished laughingly.

"Yes, that's it." Jenks had recovered control of himself. "You see, I noticed the name on the roller and I didn't want to face a personal injury suit the very first thing."

"Jenks & Co.," she read on the side of the roller. "Oh, you're Bill Jenks?"

"My friends call me that," he replied quickly. "I'm glad you do."

"I shouldn't," she answered gravely. "I ought not to like you."

"Of course I know I'm not worthy of—"

"That's not the reason," she interrupted. "The reason is because—why because you're you and I'm I."

"For which the fates be thanked!"

"I'm in earnest," she replied. "If I did my duty I should dislike you."

They were walking across the street and when they stepped upon the curb on the opposite side Jenks stopped as he answered with a questioning tone.

"But I don't understand."

"I am Alice Alson."

"I guessed that much on the train." He smiled and glanced towards her little suitcase.

"I am the daughter of James W. Alson," she continued evenly.

"He is a fortunate man." Jenks refused to take her seriously.

"His father—my grandfather—was the only partner of William H. Jenks. I—well father never could get over feeling very much hurt because your uncle didn't take him in as a partner in his new business."

"Oh!" Jenks felt relieved. "So that's it!"

"That's it." The laughing, mocking smile had returned to her eyes.

"And your father thinks he ought to be in my boots?" Jenks spoke half to himself. "So that's why you think you shouldn't like me if—if you do?"

"If I do," she repeated. "Here's my car. Thank you again Mr. Billy Jenks."

He helped her into the motor car waiting beside the curb and she was out of sight around the corner almost before he realized that she had left. It was a rather light-hearted young man, however, who boarded the trolley car a few moments later, saying to himself.

"I hope Papa Alson doesn't transmit to his offspring his likes and prejudices."

CHAPTER II

DICK HEILBRON, by virtue of his duties, the chief clerk and general manager of Jenks & Co., and by virtue of his title the secretary of that concern, was busily occupied at his desk when the new president arrived. The two young men at once became firm friends. Jenks soon found that Heilbron not only was able but anxious to tell him in a few words enough of the details of the business so that he could partially "locate" himself. Dick had been one of Uncle William's favorites, in a business way, and personally.

"I understand that William H. didn't leave you anything but his interest in this business?" Heilbron said questioningly. Jenks nodded. "And I guess you haven't much of any capital—money capital, I mean—to put into it." Jenks shook his head. "That was one of his 'bugs'," Heilbron smiled. "He had a lot of them, too, and most of them were pretty good. I guess that he wanted you to make good on your own initiative; he always thought too much help was as bad as too little."

"But the business is paying, isn't it?" Jenks queried.

"It's a paying business," Heilbron answered slowly, "but it isn't paying. It never has paid—dividends I mean. William H. wanted to build it up as fast as possible and so he turned everything that came in back into the business. Any time the treasury was too flat to take care of maturing obligations he would dig down into his personal account and make a temporary loan to the firm."

"Unfortunately I haven't any such personal account," Jenks said slowly. "So it seems that we'll have to make the business pay as it goes. Can we do that?"

"Oh, it's in good shape," Heilbron quickly reassured him. "We've got about \$125,000 tied up in city paving contracts and machinery which the city has bought. That will be due in a few months now and then everything will be smooth sailing. I only wish I had some stock."

"You have some, haven't you?"

"Oh, enough to qualify as a director—five shares out of 5,000. The old man figured his patent rights worth a quarter of a million and he put nearly a quarter of a million in cash into the business. I'd like to have five hundred shares."

"That would be fifty thousand dollars," Jenks mused. "How much money have you?"

"Five hundred," Heilbron answered, smilingly. "Hardly enough."

"Hardly." After a pause Jenks continued, as if thinking aloud, "It doesn't seem exactly fair that you, who have done so much to build up this business, should have only a \$500 interest in it while I, who have done nothing except to be the son of my father's brother, should have nearly half a million dollars interest. Does it, Dick?"

"I'm no socialist," Dick replied quickly. "I've got all I earned. When I think I've earned more I'll come to you and say 'Bill, I think I've earned another batch of stock' or 'Bill, I think you ought to raise my salary.' And I miss my guess in my estimate of you if you don't agree with me, Bill Jenks."

"I hope you don't miss your guess, Dick."

Heilbron laughed as if slightly embarrassed. "It seems a little as if we might be in training to become Rotarians, calling each other by our first names right from the start."

"What do you know about this Rotary club business," Jenks inquired. "Uncle William seemed greatly taken up with it."

"Why, it's a club of business men who are trying to get better acquainted with each other."

"Yes, I know that much, but can't you give me a little more light? Uncle William wanted me to join the club here."

"And you join it the very first chance you get," Heilbron replied quickly.

"Why, won't they be glad to have me for a member?" Jenks seemed surprised.

"Maybe they will—and maybe they won't," Dick answered. "In the first place, you can't join if there's another representative of road building machinery already a member. They don't allow more than one member from each line of business or profession."

"Oh, it's a sort of exclusive you-trade-with-me-and-I'll-trade-with-you affair! I'd call that pretty selfish and narrow," Jenks said feelingly.

"You don't know much about the Rotary club," Heilbron said defensively. "The reason they don't have more than one member from a line is because they want to be more unselfish and democratic."

"That sounds contradictory."

"It isn't contradictory. Listen," Heilbron leaned forward as his manner became more tense. "A member of a Rotary club may talk about his own business—and he is expected to do this—but there are a couple of hundred other men, each one in a different business, all talking about their different lines. A man can't be narrow and selfish under such conditions. He must be broad-minded and unselfish, or he'll feel so out of place that he'll not attend the meetings; and will eliminate himself."

"But this one-man-to-a-line limitation!" Jenks repeated. "Doesn't that make a member naturally expect all the other members to trade with him in preference to a non-member who is in the same business?"

"Now, that is just what I asked when I first heard of the club but it didn't take me long to see how impractical and ridiculous such an idea would be. Look here," Dick added, as he took from a desk a copy of *THE ROTARIAN*. "Here is the monthly magazine of the International Association in which all these Rotary clubs are affiliated and it says, 'If a Rotarian expects fellow Rotarians to deal exclusively with him, he must expect to have only Rotarians for

his customers.' You can see that, too, can't you?"

"But they do expect to get some business benefit from membership in the club," Jenks persisted. "I know that, from what Uncle William wrote me."

"Of course, they expect some business benefit," Dick answered. "They know, just as you do, that it is a business benefit to a man to enlarge his circle of acquaintances and unite those acquaintances to him as friends by increasing their knowledge of what he is doing in business and their confidence in him. You see, Bill, while I am not a member, I attended a great many meetings as the guest of the old man and I feel that I am a member at heart."

"Don't apologize," Jenks interrupted. "Go on."

"Well, in the first place, Rotarians are a set of fellows with an appreciation of the idea of service and want to grow in capability for service. Second, as they become friends of many men in other lines of business and become acquainted with these other lines, their own ideals of business broaden and they become better business men. Third, as the result of becoming better business men they are able to do better business, to give better service, and they have proved that better service means better and bigger business. Fourth, by contact with other men in different lines, they become bigger men in every respect; better friends, better fathers, better citizens, more interested in things outside the narrow circle of their immediate families or business interests; they begin to see that anything they can do to be of service to another or to the community will add to the aggregate happiness and prosperity, and if they are awake to their opportunities for service they are bound to share in this increased happiness and prosperity. You can't call that a selfish and snobbish business organization, can you?"

"Not if the members live up to that creed," Jenks admitted. "Do they?"

"Not all of them; perhaps only a few; but most of them are trying to and those who do not try drop out of the club."

"I can see that," Jenks answered. "I believe I'd like to belong to that club."

"It will do you good," Dick asserted. "I know what it did for your uncle. It made a different man of him. He was getting to be a regular old 'crab' but Rotary made a good fellow out of him. Then, Bill, one of the members is the city commissioner of public works. You'll have a lot of business dealings with him and it will make things pleasanter if both of you belong to an organization which emphasizes the value of friendship."

"Who is he?" asked Jenks.

"James W. Alson."

"Whew!" Jenks whistled. "He doesn't like me."

Dick turned so quickly that he knocked some papers off the desk. As he leaned over to pick them up several letters dropped out of his pocket. "How do you know he doesn't?" Dick queried as he grabbed for the letters. "You've never met him, have you?"

"She told me," Jenks smiled as he pointed to the postcard photograph of Alice Alson which had fallen, face up, with Dick's letters. "I met her this morning. I see you know her."

"Miss Alson? You've met?"

"Yes, we met this morning. I suppose you and Alice are great friends?"

"Why—er—"

"A feller doesn't usually carry around the picture of a girl he doesn't know pretty well, does he?" Jenks persisted, enjoying Dick's embarrassment.

"Er—why yes, I know her," Dick blurted. "She's her father's right-hand business bower."

"So," Jenks mused. "So she is her father's business partner; her father is one of the men that we have to go up against to do business in this town; he thinks I have got a business that should have been his; and you and his daughter are friends."

Dick's face flushed deeper and deeper as Jenks spoke in a questioning, wondering manner, until the secretary turned away with a gesture that might easily be taken to mean that he was pleading guilty to the unspoken accusation in Jenks' eyes.

(The further adventures of Jenks will be detailed in THE ROTARIAN next month.)

Originating a New Industry

The Story of a Remarkable Ten-Year Success

From Little Beginnings No. 3

TEN years ago the wall-board business was unknown. Today it is a big factor in the building world and bids fair before long to rank in importance with steel and concrete. One-third of a billion feet were used last year. During the past six years the business has multiplied by twenty and if the present rate of growth is maintained it will not be long before the billion foot mark is reached.

The personality back of this great new industry is William F. MacGlashan, member of the Rotary Club of Buffalo, N. Y., a young man of only 38 years. He it was who conceived the idea of a universal material for walls and ceilings. He it was who nurtured the idea and by enthusiasm, hard work, patience and the ability to organize and express himself thru others, made it a force to be reckoned with, not only in the United States and Canada but in practically every part of the world.

Real creative ability and genius in organization are rarely found in the same individual. That is why so many inventors fail to realize on their discoveries, while others reap the reward of their efforts. MacGlashan, however, combined the ability to conceive with the ability to execute. He not only originated the wallboard idea, but marketed it.

Whether it was the building of plants, the working out of an advertising campaign, the planning of moves in the field, the establishment of branches, or, what was most essential, the building up of an efficient organization, he was always ahead of the demands of the business.

His start was very little different from that of many other boys. Upon leaving high school he sold paper on a commission basis but soon recognized the fallacy of undertaking to make a success without proper preparation. This early self-analysis led to his connecting with a whole-



William F. MacGlashan

sale paper house with the idea of learning the business from the bottom. He started in as warehouse clerk filling orders and advanced rapidly thru the steps of manager of a department, city salesman, assistant manager and finally was taken in as a member of the Company. This was twelve years ago.

It was at this time that the big idea came to him. He was visiting in the Thousand Islands and observed that the cottage was lined with a fibrous material known as mat board. This suggested to him the use of a pure wood fibre

board in panels and he immediately set to work to manufacture it. Having no capital except proven merchandising ability it was necessary to seek assistance which resulted in his association with Harry S. Lewis, secretary and treasurer of the company.

This move required an abundance of courage and faith. He left a business where he had met with success, where he had an assured future, for the uncertainties of a new proposition the success of which involved the changing of the building habits of centuries. The easy way was never attractive to MacGlashan. He likes to visualize the apparently impossible and make it possible.

The first three years showed slow but steady progress. They showed the soundness of the idea, the world-wide application of it and paved the way for an advertising campaign that made Beaver Board almost a household word. The business now grew by leaps and bounds. Continuous building of plants was necessary, not only in the United States but in Canada.

From a small investment the assets climbed into the millions. The bigger the business grew the bigger MacGlashan grew. He was always ahead of it. He still leads it by a safe margin and those who know him say he will continue to do so when it is many times its present size.

He has a fine personality, and personality after all is character showing thru. He inspires confidence because he merits confidence. He always does more than he promises. This personality was what won Lewis when he furnished the original capital, and it was this personality too that made it easy right along to secure financial assistance as the expanding needs of the business required it. It also enabled him to build up an organization that is a unit in loyalty to him and his ambitions.

He has vision and is building for the future. He sees years ahead and is preparing for it. This not only applies to plants and raw material, but to men. He has an organized plan of educating the young men in his business so that they learn all about the business, thus permitting them to look at their work in terms of the whole rather than as disconnected links. This leads to individual and organized efficiency. It makes trained men of raw recruits.

He never uses snap judgment. He canvasses every angle of a proposition before reaching a decision. He gets all available data. His decisions usually are right and there are few mistakes to be rectified.

He has an insatiable thirst for knowledge of anything connected with his business. He wants the benefit of every experience bearing upon his problems. This led to the establishment several years ago of a commercial library in the business where books, magazines and trade publications are systematically read and items bearing upon the business marked and referred to the proper department.

MacGlashan enjoys work and knows how

to make others enjoy it. Down to the office boy everybody in the organization is intensely interested in his work. A democratic spirit pervades the atmosphere. In short, he is reflected thruout the entire organization. He believes in pleasant working conditions for his employees, nice buildings, landscape gardening, good air and light, because he believes the employee is entitled to this consideration, and furthermore he knows it pays.

MacGlashan's ambition is not to build up a fortune. It is to build up a big and constantly growing business. Growth has a fascination for him. He cannot exist in an atmosphere of stagnation or retrogression.

A short time ago the writer heard him give a talk to some young men whose lives were ahead of them. He told them that success was built up on four fundamentals: Preparation, Judgment, Action, Eternal Vigilance. Preparation means sacrifice and learning from the experience of others; good judgment comes from proper preparation; action is the motive force thru which judgment is expressed and eternal vigilance is frequent self-analysis and frequent organization-analysis so that the individual and the organization are kept up to efficiency. His own success is an exemplification of what the combination of these fundamentals leads to.

Few men accomplish in a lifetime what he has accomplished in ten years and yet his plans and visions are so far ahead of the business that future accomplishment should reduce to insignificance his present success. And he is only 38.

"The Best Magazine Published!"

I think that the members of a Rotary club who neglect reading THE ROTARIAN are missing a great deal. I believe it to be the best magazine published. After reading my copy each month I make a practice of passing it around to some of my friends who are not members of the club but who would be if they could. Practically every article appearing in THE ROTARIAN is of interest and some of them are of such special interest that I believe more use should be made of them. I have personally made use of several, giving THE ROTARIAN and the club credit for them.

—W. H. ALDERSON, *Toronto Rotary Club.*

Cincinnati or bust! (Maybe both.) But anyway CINCINNATI.—*Robert D. Fraser, Secretary Rotary Club of Utica.*



How To Organize Neighborhood Centers

By
WILHELM BERNHARD
Chicago



IT is obvious that the organization of neighborhood centers is largely dependent upon public support, and the greater the number of people who will realize the importance of this, the more progress we are going to make in the direction of an organized community life.

Somebody has said that the architectural condition of American cities is the price we have paid for liberty.

It is true that we are governed by free democratic institutions, but strangely enough in the matter of city government and city administration we have less freedom and liberty than have the leading countries of Europe. And nowhere is freedom of action to acquire new land and to administer it more needed than in city administration. Our cities, being hampered in this aspect, never had the chance to develop in a wholesome and scientific direction, and it is only too natural that we have to pay now for the mistakes committed under close-minded administration.

Cost of Correcting Mistakes

San Francisco, it has been said, could have saved \$26,000,000 if it had been planned according to the topography of the land instead of in the rectangular way in which it has been laid out.

Liverpool has spent recently \$50,000,000 to remedy evils in development.

London has spent in the last fifty years \$150,000,000 to deal with congestion and other difficulties.

Somebody has to pay those bills and generally it is "the people," the taxpayers, who are being overburdened.

The science of city planning, whose purpose is to foresee and regulate the future growth of a city, does not mean spending more, but means spending more wisely;

it is a rational means, not of adding to taxation, but of cutting it down. An efficient administration is important in all practical affairs and especially so in matters like city planning, where success is dependent upon votes.

Administrative matters are dependent for their success on local conditions and the institutions of which they form a part. The main purpose of city planning is to bring about, thru co-operative community effort, a unity of construction of a community. Community life is a network of interests and the lesson of city planning is that those interests should be harmonized and brought to a unity.

Anticipating Future Needs

We have special institutions in each line of governmental activity and city planning ought to be one of such institutions, being especially created to make plans and surveys for a given locality and its surroundings.

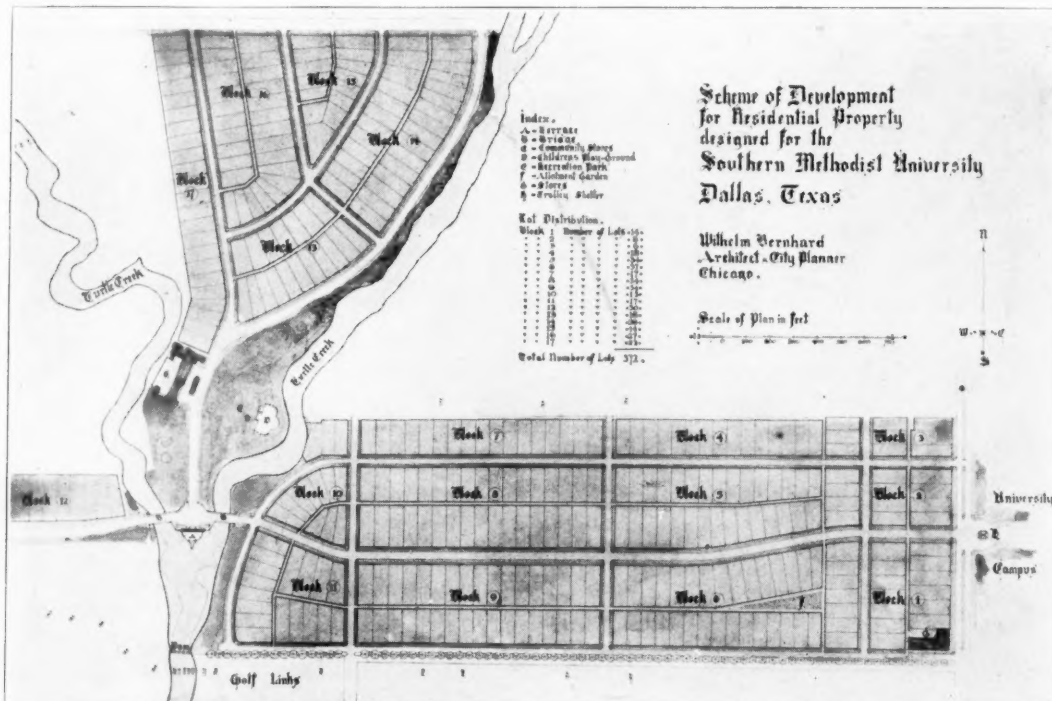
Comprehensive and broad planning anticipates future needs, so that the construction of today may harmonize, conform to and aid a wise future development.

What are the legal aspects that tend to retard the growth of a city, and what powers should there be in a municipality to shape its growth according to its needs?

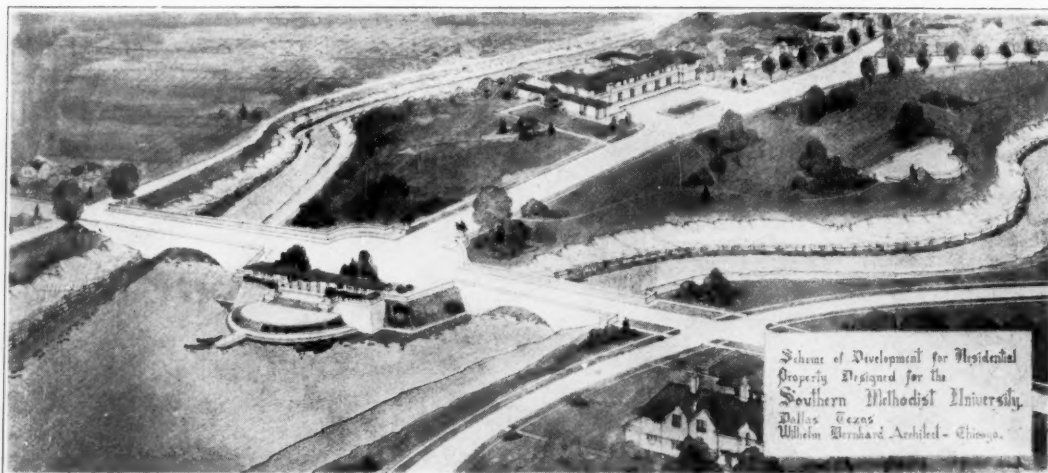
Every city should have the power to acquire land by purchase for any public purpose, just as an individual can acquire land and sell it to a private party. The city has the right to take private property by condemnation only for public use and upon proper compensation. The city should have the power to impose restrictions on the use of private land, so that the community's needs shall be observed.

Those needs should not only apply to sanitation and safe construction of build-

EDITORIAL NOTE: This is the fifth article in this series on Neighborhood Centers by the landscape-architect member of the Rotary Club of Chicago. Mr. Bernhard has had considerable experience in practical city planning and his plan for developing a suburban community which was reproduced on page 113 of the February issue of THE ROTARIAN won the first prize in an international competition.



Plan for creation of a suburb for the Southern Methodist University of Dallas, Texas, by Wilhelm Bernhard. Note how a purely technical problem was solved, not only in a thoroly practical way but also by means of a simple architectural treatment, where was introduced a distinctive esthetic atmosphere decidedly pleasing to the eye. All lots are laid out on a 60-foot frontage and vary in depth from 150 to 178 feet. On the land between the creeks is situated a recreation park, children's playground, etc. Provision also has been made for a building to contain community stores, located opposite the park.



Bird's-eye view of the Southern Methodist University, Dallas, Texas, by Wilhelm Bernhard. The property, being cut thru by two creeks of considerable width, demanded special attention for a practical solution of the bridge problem. The bridges were to be located so as to offer the simplest way of reaching the district between the two streams. These bridges are connected thru an architectural feature, an attractive shelterhouse to contain an ice-cream parlor, cigar store, or stores of similar character, and furnishing access to the water.

ings, but include adaptation of buildings to their surroundings, to proper distances from buildings to streets, zones and prohibitions of unsightly objects, such as billboards, etc.

The city should have the power to enforce harmony of buildings, the limitation of heights, and the co-ordination of business and industrial to residential areas.

A community cannot carry out any worthy plan if a private owner can build whatever and wherever he pleases, for the sole purpose of self-interest. A city is something more than a lemon to squeeze and the power of the city should be as broad as the community needs require, and while private right ought to be protected it should not be so exercised as to injure the community.

Take the city of Chicago: You want to lay out a new subdivision. Before it can be laid out the owners have to submit the plan to the map department for approval. Here is where cities could exercise their power as to the character and harmony of the whole district, the location of railroad stations, public institutions and even private business property.

The city and city officials ought to learn to use the power and the right they already have in the broadest sense, and best to achieve those results each city ought to rely more on expert service, upon a body of men trained in this line for the purpose of controlling the community interests, a body of men in connection with a volunteer civic organization, a plan commission in fact. This commission should work for the purpose of regulating, in a scientific way, practical problems related to city planning, and enlisting the support of the public.

Ideal of Plan Commission

The ideal of a city planning commission would be, if found to be necessary, to direct and control the making over of the entire physical development of the city, including the subsidiary suburban area, comprehensive in design and co-ordinative in its execution.

A city planning commission must have the co-operation of public officials, civic societies and municipal finances. In other words, the plan commission is to supply the larger and broader view on the many phases of a city organization, which naturally could not be achieved by individuals even if they should be experts in their line.

A plan commission ought to be em-

powered to suggest, to consult and advise with the city authorities; councilmen and aldermen should support such commissions. Only by study and thoro investigation can we find out where are the evils which are trying to retard our development, what is needed and how to do it.

Local Control Essential

Freedom from legislative interference is what our cities need most. Local affairs should be managed as much as possible by local power. It is very essential that a city regulate its own well-being, and perform such acts as passing city ordinances, opening, widening and vacating streets, maintaining same, issuing bonds for parks, boulevards and public building improvements, tax problems, water, gas and electric supply, and the supervision and control of the sanitary conditions of a city.

The cities of England, France and Germany are controlled by the Local Government Board, and those cities have been successful largely because they have been free from legislative interference.

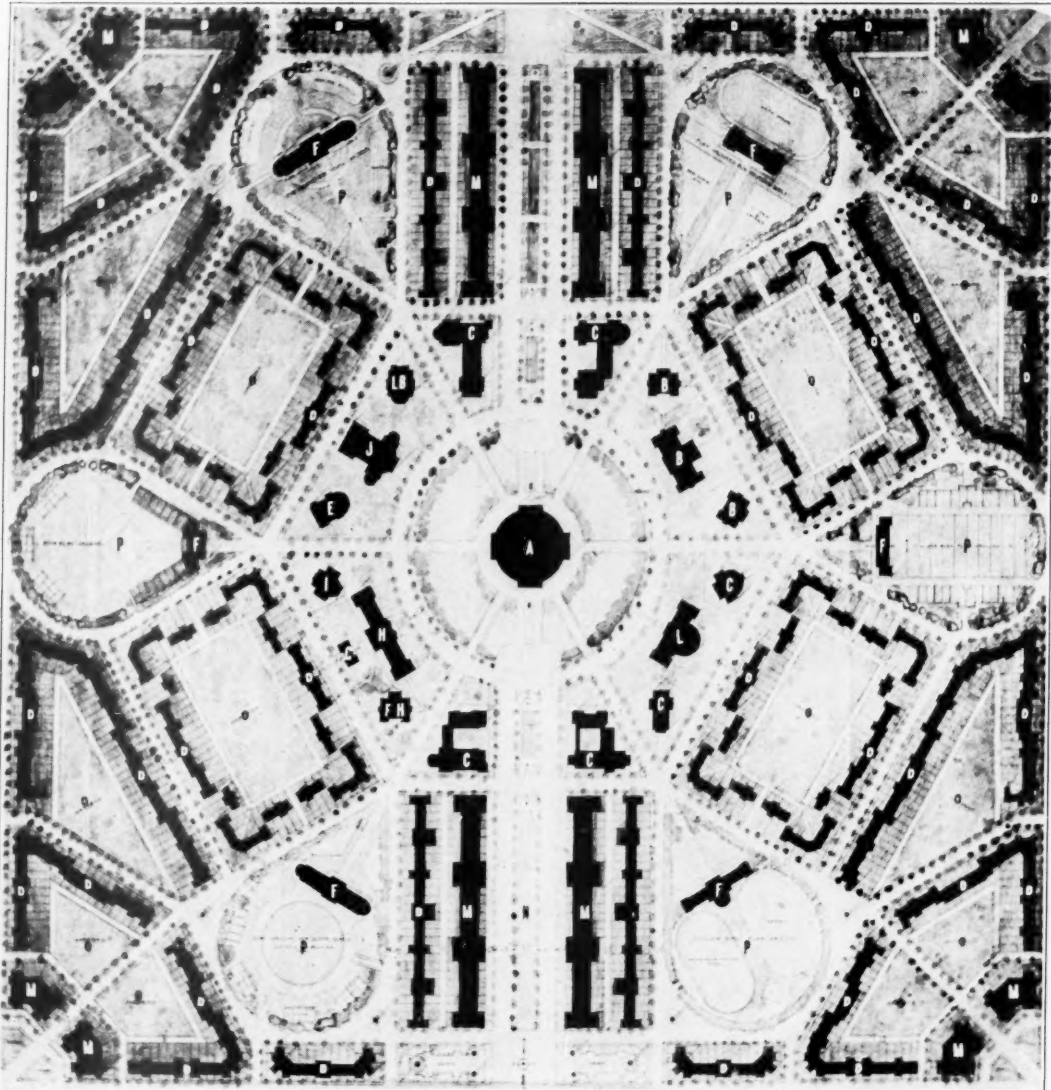
We have to build up a public sentiment that will tolerate nothing but the highest efficiency in the administration of municipal affairs, and to do this we must rely more on expert knowledge, as heads of departments, and less on the power of large corporations, banks, etc.

We all know that action to promote progress must be based on scientific knowledge, that the time has gone when people were merely scratching the surface of things. With a thoro combined effort we can create favorable environments which promote the life, health and economic prosperity of individuals and communities.

We also know that efficient administration is only feasible when public opinion is properly educated. It therefore is our duty to do what we can to arouse enthusiasm and appreciation in the people.

It will be interesting in this connection to point out that there is in Canada a dominion-wide organization on foot to improve the system of municipal government with the help of volunteer organizations. An endeavor will be made thru the Canadian League to arouse public interest in:

1. The form and character of local government and the application of sound economic principles in regard to the administration of municipal business.
2. The preparation of town planning schemes for the purpose of securing proper sanitary condi-



Plan showing quarter section development for Chicago, by Brazer and Kobb, New York. Brazer is a member of New York Rotary Club

tions and conveniences in connection with the development of land within and surrounding the city.

3. The re-planning of old districts, the removal of slum areas, the widening of public thoroughfares, and other reconstruction schemes.

4. The conservation of the industrial and physical resources of the city, with special regard to the housing conditions and health of its citizens and the adequacy and efficiency of its public services.

5. The preservation and increase of natural and structural beauty, the character and position of public monuments, the laying out of parks and open spaces, the planting and preservation of trees, the regulation of public advertising and the abatement of smoke and other nuisances.

6. The preparation of civic surveys and maps, and the carrying out of investigation into housing, transportation and industrial conditions, methods of land valuation and assessment, etc.

7. The promotion of school and college courses in civics and civic design, of exhibitions of works of

art and of architectural engineering and other designs relating to civic improvements, public performances of music, and facilities for the recreation and physical development of the young.

8. The means of securing increased production from the soil within and in the neighborhood of the city by encouraging the cultivation of idle suburban land and a more widespread interest in gardening.

The citizens as a whole cannot fail to be stimulated to a realization of the advantages of such civic betterment; their community life is richer and more democratic.

The contemplation of such projects tends to create fresher and more worthy ideals of civic order and convenience. They are tangible evidence of a growing tendency toward organized co-operation to accomplish those results which may best be achieved thru community effort.

The City Manager and The Baby

By DR. D. F. GARLAND, Director of Public Welfare

“**W**H^O can tell what the baby thinks?” asks the poet Tennyson. And there drops the mystery. If we could read the baby’s mind we would find that the thought of thousands would run something like this:

“I wonder why they allowed me to go blind just after I opened my eyes on this beautiful fairyland which I had never seen before. I wonder why they have left me here in this crowded tenement, with never a breath of the fresh, sweet air of God’s open fields. It seems strange to me that in my helplessness they feed me bad milk, and I almost drifted back into the land whence I came. I wonder why they so often forget me when I am so hungry and burning up with the heat. Am I really needed, and do they count me worth while?”

The Dayton Department of Public Welfare is an organized community expression of the new conception of the value of a human life. It is a demonstration of the fact that the life of a baby is worth the combined effort of a whole city. The charter provision, under which this department operates, is based on the principle, “the welfare of all is the ultimate goal of the community.”

The United States, in this twentieth century, has re-discovered the long-neglected provision written in the preamble of the Constitution, that it is the business of the government to promote the general welfare. Dayton is saying to the world, thru this effort to promote the common good, that it is the duty of a city to concern itself with the special problems of human life, of community efficiency and betterment,



Dr. D. F. GARLAND
Director of Public Welfare,
Dayton, Ohio.

just as much as it is the duty of a city to concern itself with questions of police protection, transportation, street paving, etc.

Industrial development, invention, discovery, the advancement of knowledge and science, have created wholly new conditions of life. A new world has come into being during the last one hundred years, resulting in the most marvelous economic and social changes ever registered in the history of time.

Results of Changed Social Conditions

Individual freedom and the enjoyment of equal political rights were secured early in the last century, and with this result attained, everything

seemed to have been gained. However, long before the close of last century the civilized nations, including America, found that:

Unnumbered millions of the people were herded together in the slums of great cities where air and water were luxuries.

One-third of the world was underfed.

Hundreds of little children in our great wealthy cities were going breakfastless to school.

During the winter months millions of working people were idle with the consequent misery and suffering which follows.

A great army of vagrants, dependents, insane, feeble-minded, moral delinquents was abroad.

Pauperism, crime and physical degeneracy were forcing themselves upon the attention of society as our state institutions became more and more crowded.

Every year more than 100,000 people were injured under the driving wheels of industry, and scores of thousands killed.

EDITORIAL NOTE: Dr. Garland, Director of Public Welfare of Dayton, Ohio, is a pioneer in this new department of municipal activities. As an evidence of the interest that is being shown in this work it is stated that many cities of many states which are contemplating adopting the city manager form of city government, have heard him in public addresses discuss this vital subject. Dr. Garland wrote this article specially for THE ROTARIAN. Another article by him, taking up the recreational and reformatory aspects of the city's activities, will be published in next month's issue of THE ROTARIAN.

In our mad rush for material good, one-eighth of our new-born babies never lived to complete their first year.

One hundred sixty in every 100,000 population were dying annually from the preventable disease of tuberculosis, 75 per cent of these deaths occurring during the productive period of life.

Three million persons in the United States were seriously ill at all times.

The annual wage loss to workers caused by sickness in our country amounted to \$500,000,000 plus the added cost of medical care.

Ill health was directly or indirectly responsible for three-fourths of the applications for aid to charity societies.

It cost the United States annually to care for the broken-down members of society, in and out of institutions, about \$6,000,000,000, an amount about equal to the entire capitalization of our national banks.

Thru lack of Federal plan for the distribution of immigrants, a large majority of whom are farmers, we crowded more than 90 per cent of them into our already congested cities, while only 45 per cent of our arable land is cultivated.

Two per cent of our people owned 60 per cent of all our wealth, thus causing a condition of extreme plutocracy on the one hand and extreme poverty on the other.

A Changed Conception of the State's Duty

In the light of this knowledge a new conception of the duty of the state has been created. The old notion that society ought to leave its members alone, each to look after their own interests, provided they do not employ direct fraud or force against their neighbors, has now come to be regarded, in the language of Thomas Arnold, as "one of the falsest maxims that ever pandered to human selfishness under the name of political wisdom."

Protest against the inequalities and the iniquities of a system of life that brought such a harvest of loss and bitterness and waste of human life in its wake, has become pronounced, and the political organization from the Federal government down to the city has come to be regarded as a common agency for securing by common methods the welfare of all the people.

This movement is just beginning to make itself manifest in this new century, but it is a movement that, like a river, will flow on resistlessly, making for a better human fellowship in life than has ever been known.

The Department of Public Welfare of Dayton is an expression of this new conception of the duty of the state to all her citizens. The Chairman of the Citizens Commission, fifteen in number, who wrote the Dayton charter, was John H. Patterson, president of The National Cash Register Company. When it is recalled that it was Mr. Patterson who introduced the industrial welfare movement into factory life in America, as well as the boy's garden movement, and was likewise the chief promoter of playground and garden work in Dayton, it can readily be understood how



The Hope of the Nation

the Dayton charter came to make provision for the organization of the broadest and most far-reaching department of public welfare ever laid down for a city in America.

Charter Provision, Defining Duties And Powers

The charter defines the duties and powers of the Public Welfare Department as follows:

"Section 67. Subject to the supervision and control of the City Manager in all matters, the Director of Public Welfare shall manage all charitable, correctional and reformatory institutions and agencies belonging to the city; the use of all recreational facilities of the city including parks and playgrounds. He shall have charge of the inspection and supervision of all public amusements and entertainments. He shall enforce all laws, ordinances and regulations relative to the preservation and promotion of the public health, the prevention and restriction of disease, the prevention, abatement and suppression of nuisances and the sanitary inspection and super-

vision of the production, transportation, storage and sale of food and foodstuffs. He shall cause a complete and accurate system of vital statistics to be kept. In time of epidemic, or threatened epidemic, he may enforce such quarantine and isolation regulations as are appropriate to the emergency. The Director of Public Welfare shall provide for the study of and research into causes of poverty, delinquency, crime and disease and other social problems in the community and shall by means of lectures and exhibits promote the education and understanding of the community in those matters which affect the public welfare."

The Organization

The Department of Public Welfare is one of the five major departments of the city government, under the direct supervision of the City Manager. As at present outlined, the Department of Public Welfare includes, in the scope of its activities, seven divisions, public health, recreation, parks, correctional and reformatory institutions, outdoor public relief, legal aid, municipal employment. The entire salaried force of employees covering the work of this department numbers seventy-four. The total budget allowed the department in 1915 was \$154,934.50, of which \$56,000 was a subsidy divided between the two hospitals and the Door of Hope, leaving about \$99,000 net for carrying on the work of the department. The total budget for the city for 1915 amounted to \$1,303,497.11.

Under the powers granted, the Welfare Department has therefore organized an efficient force to promote the public health of the community. With a Commissioner of Health on full time, and a force of forty-five assistants, including thirteen public health nurses privately supported, under his direction, splendid progress has been made in the two years of operation.

An entirely new and original plan has been put in operation in Dayton which has brought all public health field-nursing under one supervision and centered in one place. This center is in the Welfare offices.

Instead of three public health nursing centers in the city, there is now one, the city providing rent, heat and janitor service, each organization paying the salaries of their staff, the nurses all supervised by the one superintendent of nurses and all the staff under the direction of the Commissioner of Health. The city is divided into districts, one nurse serving in each district and doing all types of field nursing. The benefits of this plan are:

a. Economy of money by cutting out overhead expense of two offices and reducing executive

control of all public health nursing to one salaried official.

b. Economy of time. Overlapping of nurse service is wholly eliminated by centering one nurse to cover entire service in a limited given district, and securing a more prompt reporting of calls from one branch of health service to another.

c. Increased efficiency by centralizing responsibility, co-ordinating three services under a central plan of action, thus securing a single policy and a balanced scheme of development.

d. Reduction of the size of the district, thus bringing the nurse into closer relation to the families.

e. Dealing with the family as a unit, with better results in promoting the health of the family.

f. Meets the demands of business efficiency.

What Has Been Done

The results achieved are:

The death rate was reduced to 13.7 in 1914 from 15.7 in 1913, and to 13.007 in 1915.

Special attention given and effort made to reduce infant mortality, with the result that in 1914 infant mortality was reduced from 139 per thousand in 1913 to 95.8 in 1914, and to 88.8 in 1915. This low death rate of babies is regarded as remarkable, compared with the rate for the United States which is 124.

The standard of the milk supply has been raised, the bacterial average on city milk having been lowered in the last two years 80 per cent; cleaner markets with better sanitary conditions; cleaner bakeries and candy factories, and much better handling of food products have been secured.

The Bureau of Medical Service conducted 161 clinics during 1915, and rendered service to 1,601 patients, treated 2,317 prisoners, vaccinated 492 persons, made 838 school inspections, examining 180,062 school pupils.

Under the direction of the Bureau of Plumbing Inspection, 2,242 open vaults were abandoned in the city during 1915 and sewer connections installed.

The Bureau of Sanitation secured the cutting of weeds on 1,733 vacant lots, the cleaning up of 747 bad garbage and ash conditions and a general "clean-up" of the entire city, making in this work about 22,000 inspections and re-inspections.

We, who are directly concerned in the administration of this public service, feel that we have but made a beginning in the great effort to conserve human life. The recreational and reformatory phases of the work will be described in the next article.

A Goose Hunt in California

By H. R. BASFORD

THE great valleys of the Sacramento and San Joaquin in California are an empire having an average width of forty-five miles and a total length of nearly five hundred miles.

In the earlier days, when California was one of the greatest wheat producing states in the United States, great flocks of geese were wont to congregate in these valleys attracted by the large amount of fresh water in the low overflowed lands and the feed which they could secure from the enormous fields. It is a conservative estimate that in those days about ten million geese were to be found during the winter months in these valleys.

The market hunters, however, have depleted these great flocks to a large extent. The farmer has been compelled to kill millions of them for his own protection against the destruction of his young crops. The ruthless hunter, who never seems to get his fill of killing, also did his share and now the egg hunters from Canada have been robbing the nests of the birds, in their breeding places in the summer to such an extent that comparatively few geese migrate to California each year. The United States Government, at this time, is asking aid from the Canadian authorities to stop the egg hunters from their needless activity.

However, many hundreds of thousands of geese migrate each year to the California valleys. With the advent of rice growing they seem to be coming in greater numbers this year, than at any time during the past five years.

The geese may be divided into three general varieties; the white goose, the Chinese brant and the gray goose. The white goose is not very good eating but the other two species are delicious. There are also a few geese of the type known as the honker. These geese are very large. I have killed some which weighed nearly twenty pounds.

I am sure that the man who coined the phrase "as silly as a goose" never had any



Shooting wild geese in California. H. R. Basford (right) and E. F. Merry

dealings with wild geese. They display an astonishing amount of intelligence and it is only by beating them at their own game that it is possible to get them within range of a shotgun.

The market hunters, or as many call them, "bull hunters," have a unique way of bagging the geese. The birds will congregate in flocks, along cold marshes and when the wind is blowing they will huddle closely together to keep warm. Sometimes there will be 25,000 to 30,000 in a flock.

Trick of Market Hunter

The market hunter provides himself with a large gauge gun, loaded heavily with shot and uses a cow, who is trained for the purpose, in order to get close to the geese. The cow will apparently browse, working toward the geese, the man walking directly behind her, keeping out of sight of the birds and directing the animal. In this way the hunter can get up to within about twenty-five feet of the flock. He then steps out and shoots at the geese from a position slightly above the ground. The first shot, of course, causes the birds to rise in great confusion. He immediately discharges the second barrel at random into them. I have known as high as 125 geese to be brought down with two barrels.

EDITORIAL NOTE: H. R. Basford, manager of the San Francisco, Oakland and Berkeley branches of the Ruud Manufacturing Co., (automatic gas water heaters), is a past president of the Rotary Club of San Francisco. This article, retelling some of his own experiences as a hunter, shows that he is fond of outdoor sports.

These birds are very wary and there is no other way that they can be approached. They invariably have wide-awake sentinels posted all around these flocks.

Now for the story of the way the sportsman bags these birds. I will tell you of a trip we made early in the season this year. The party consisted of my cousin, E. F. Merry of San Francisco, Jessie Brown of Los Angeles and myself. We took the train on a Friday night for Willows, about 150 miles from San Francisco, situated in the Sacramento valley. Previously we had made arrangements with John Cavier who makes a business of taking hunters out for this great sport. He has about eighty live wild decoys, some of which have been bred in captivity. The originals were winged birds, otherwise unhurt, who were domesticated.

We reached Willows, met our man, saw that everything was ready for the morning, then turned in. I had just about made up my mind that I was asleep when the telephone rang and I was called out of a nice warm bed to find out it was four o'clock. The temperature seemed like Greenland but was in fact only about six degrees below freezing. After much trouble we managed to rouse the cook from his slumbers and had a hearty breakfast.

Our man was waiting with his automobile and a wagon trailing behind containing his decoys that were already calling. Traitors that they were, they seemed just as eager to fool their brethren as we were. Having been on these trips before I took the precaution to carry a thermos bottle full of hot coffee.

We drove about twelve miles, reaching a large open stubble field just before daybreak. There we found that our man had dug some bottle shaped holes in the ground.

We got out the decoys and planted them

in four pens made of very light mesh wire netting. This netting is about two feet high and is held in place by stiff wire posts. It prevents the birds from wandering away. We then put around the holes some "stools"—stuffed birds made of canvas—carefully concealed everything that looked as if it belonged to a human being, drove the auto off about a half mile, got into our holes and were ready for business.

The Shooting Pits

For those who never enjoyed this sport a description of the holes may be interesting.

They are just large enough at the level of the ground for a man's shoulders to slip naturally. They are about three and one half feet deep and are bottle shaped, being large enough inside so that a man can crouch down with his head just about level with the ground. The dirt must be carted away and every sign of fresh earth be removed or covered up with brush or straw.

Geese are so wary that it is necessary to remain absolutely still while they are approaching. The slightest movement of the head sends them off like a shot.

There were three of us shooting, in as many holes, and our professional hunter was in back of us, in another hole, to watch the geese and give us the signal to fire. Two of us were using Remington automatics and one a double-barrel shot gun.

In a short while a cry went up, "there they come." We noticed, to the southward, a band of about fifty geese, flying low. Down we crouched and in an incredibly short time they were right over our heads. We scarcely dared to breathe for fear of scaring them. They circled around several times and at last made up their minds that everything was all right. A goose will never light with the wind but always against it, so we were facing southward, there being



Part of a day's bag of California wild geese. H. R. Basford in the pit; E. F. Merry with the birds. A canvas decoy is on the ground to the right of Merry

a strong north wind blowing. When they headed up before us, to about twenty-five yards, our guide shouted the two words which mean so much to the goose hunter, "Punch Um!"

For about ten seconds there was the greatest cannonade you ever heard. Being used to the sport we had agreed that the two end men would take the outer birds and the middle man the center. We found that we had seven birds on the ground out of twelve shots. The swiftness with which these birds can get out of range is almost incredible. I have never seen the time when there were more than ten seconds shooting and usually it is less.

To an observer it would seem impossible to miss these birds but in the confusion of their making their get-away and with so many birds to pick from it is astonishing how easy it is to miss them. The feathers, being very thick, will ward off a lot of shot.

We had no sooner ceased firing when I cried, "here they come again"! and down we went. The same band was returning, but they took one look at us and off they went without our getting a single shot.

This process was repeated a number of times that morning, the flocks varying from only seven to three thousand geese. If you are a hunter you can imagine the excitement of having fully three thousand geese right over your head, all calling at a frantic rate, with the decoys cackling to their utmost, and you not daring to get up until the word is given, because you know you will spoil the shooting if you do.

Two old geese flew over, within six feet of my head that morning, but as we were waiting for the rest of the flock to get into proper position, I could not move. Another time ten geese flew up and lit right among our decoys and we did not dare to shoot at all. However, we jumped up and as they made off we managed to bag three of them. Shooting became slack about ten o'clock. The birds seemed to be flying off in a different direction.

Big Flock Escapes

We could see a great flock of them about a mile away but knew it to be useless to go over there as we could not get near enough to them to get a shot. As I looked in their direction I saw three lone geese flying toward us. "Down," I cried, "here come three from the eastward—Let's each take one."

No sooner were the words out of my

mouth when Jess Brown said, "Forget the three, here comes the whole bunch."

We all "got down" and never in all my experience have I gone thru such a cackling and wing flapping and general excitement as I did in those few minutes following. Our hunter for once made a mistake. He was trying to get a band of honkers to come into position and whereas we could several times have bagged a nice bunch, his anxiety to get us a shot at these rare birds caused him to use bad judgment and all of a sudden the whole band was up and away. We never fired a shot.

We were so chagrined that we decided to quit shooting and on counting the birds we found we had ninety-three, within our limit of twenty-five a man. I have known parties to go out, several years ago, and get 500 or 600 birds, but no sportsman could possibly have use for so many.

Now comes the part of my story that shows it is well not to count your chickens before they are hatched. We went back to town and shipped all of our geese to friends knowing that we could not have more than twenty-five geese in our possession and intending to ship another limit to San Francisco the following day.

Sunday morning, bright and early, we were out again at our field. We saw that day possibly 200,000 geese, but not over one hundred of them ever got close enough for us to shoot at. For some cause or another they would not come down but flew in stately procession above our heads in the most tantalizing manner. We got only twenty-three geese that day and by the time we divided them up we had a very slim bag to bring home with us. These twenty-three geese, however, weighed one hundred and ten pounds.

It may be interesting also to know that geese will not answer a decoy if any dead geese are lying around on their backs. As fast as a batch of geese are brought down it is necessary to bring them in and either place them in a natural position with their heads held up by a stiff weed pushed into the ground, or with their heads neatly tucked under their wings. These dead birds act as additional decoys.

Goose shooting in California is a sport that is worth traveling across the continent to enjoy and it will be my pleasure, any time that any of my good Rotarian friends wish to come out to enjoy it, to take a couple of days off and arrange to take them.

Portrait Painting

By J. W. L. FORSTER



THE Art of painting appears to come last in the list of human perfections. For long centuries the muses had presided over nine great harmonies; and their inspiration had all but faded entirely away e'er Art was discovered. Of all the particular Arts that have grown out of the art crafts of the ages that of portrait painter comes latest in the list.

The Maiden of Thrace, who outlined with a burnt ember upon the wall the shadow of her lover's face became, by this simple and ingenious act, the mother of a new art. Affectionate memory filled the spaces of the silhouette with the loved features of the absent warrior. And ever since, up the centuries, this art has grown until the perfections that crown it today pay glad tribute to the love that gave it birth and nourished it in the days of its feebleness. From the beginning portrait painting has had its sanctuary in human friendship, and that sentiment has contributed most of the subjects of her devoted study.

Departments of Painting

We are often asked what place does portraiture hold amongst the many branches of painting? Three decades ago, I answered, "the highest but one," and reached my conclusion in this way: painting is divided for convenience into the departments, still-life, landscape, marine, animal and figure painting. The first, from its limitation to inanimate objects, is classified lowest. Distinct from this is landscape, with wider range of scene. Changes of light give new suggestions and varied effect. And so with the come and go of seasons, themes for the landscape painter are plentiful and

inspiring. Closely allied with landscape comes marine painting, but higher in degree because the atmospheric changes in the former have in the latter corresponding and multiplied effects of sea. Fewer men have written in color the story of the sea or solved the enigma of its tides, its mystic calm and its strange terrors.

Animal painting comes higher. More searching study and more active pencil are needed to record not passive nature under atmospheric spell, but thought actions. Animal impulse and expressions are subject matter for sympathetic study by more than painters, and their study leads to the border line of the nature human itself.

Higher again and ascending to limitless possibilities, is the art of the figure painter. In the treatment of the human figure, so "fearfully and wonderfully made," the artist has unbounded scope. All the mental activities, the passions of soul, the aspirations of spirit, animate the human frame.

The character, adaptable to every emotion created within, can give expression to every sentiment or abstract idea conjurable in the mind of man. For instance, the birth of the clear atmosphere (an idea the most abstract and vague imaginable) was represented in the sculptures of the Parthenon by Phidias as Athene coming out of the head of Zeus, who sits upon Olympus. Other attributes of nature and mental concepts have been personified by these Hellenic artists. Ceres, with her sheaf of grain and chariot of seasons; Phoebus, with chariot of the sun; Justice, with balances; Truth, with mirror; Hope, with anchor of the soul; bestial baseness, as a semi-human satyr; and many kindred allegories.

History Supplies Themes

But man is the creator of history. The annals of men's activities present situations

EDITORIAL NOTE: John Wycliffe Lowes Forster, a member of the Rotary Club of Toronto, is one of the world's foremost portrait painters. He is a native of Ontario, having been born at Norcal in 1850. He is a student of Boulanger, Lefevre, Bouguereau, Fleury and Carolus Duran. He was admitted to the Paris Salon in 1880 and has exhibited there and at other places in successive years since. He excels in portraiture, making a psychological study of this branch of art. Some of his most noted portraits are those of General Wolfe, Earl Roberts, Sir Wilfred Laurier, Sir Gilbert Parker, General Booth, Archbishop Sweetman, etc., etc. He has traveled extensively in Europe, Palestine and the East and is well known in the United States where he has an extensive patronage list, especially at Washington, including the White House. He has many distinguished subjects in Europe and recently has filled many important commissions in the United States. He has contributed articles on art to the magazines and is the author of a brochure on the art of Bouguereau, "Master of the French School." He is a member of the Council of the Toronto Art Museum, a Life Member of the Canadian Institute and is on several of the philanthropic boards of Toronto. Sir Alexander Mackenzie, whose portrait he painted, described him as "one of the ablest men in his profession in the Dominion." Mr. Forster is the portrait painter member of the Toronto Rotary Club, in whose activities he is keenly interested. This article is the substance of an address he delivered before the Rotarians of Toronto which was afterwards printed in pamphlet form by the club.

that are called events, and these furnish the artist with great opportunities. The painter's canvases may teach many truths thru allegories, they may reflect historic incidents in the national life and convey more or less worthy lessons thereby. Yet these two branches of figure painting stretch apart like the great limbs of a parent tree. The relationship of the allegorical painter, who paints the images of fancy, to the historical painter, who paints the images of facts, is not intimate. "The Last Judgment," by Michael Angelo, for instance, has little intimacy or relationship with Maclise's "Meeting of Wellington and Blucher" at Waterloo. The difference in motives is wide between the two.

At the same time, I have noted a striking analogy in the occasional treatment of themes by the allegorical painter and the painter historian. The siege of Jerusalem was painted by David Roberts with the methodical precision of the antiquary and historical devotee. The same subject was painted by Kaulbach with the vision of spiritual forces, as of two great epochal influences contending in the air. You perceive the weaving into patterns of noble art of those fillings from the skeins of fancy and power and beauty, which awaken reverence and inspire uplifting thought, is of a loftier and more spiritual order than the portrayal in dramatic lines, no matter how splendid, of the story of the deeds of mortals.

Place of Portrait Painter

The allegorical painter is, therefore, given preferment before all his brethern. But, mind you, the most careful regard must be had of the artist's capacity for feeling deeply and rendering truly the spirit and beauty of his theme; for, as Grace says, "One man may gloriously exalt a mushroom or bank of moss in painting it, another might scandalize Minerva by his coarse and crude representations."

But where is the seat assigned to the painters of portraits? Higher than action we esteem the actor. An author is greater than his works; the creator than the thing created. To portray the actor is to paint the action in him and paint it so that it can be discovered. If you deny this, portrait painting must descend to mere painting of objects, such as still-life; grant it, and portraiture must assume a higher seat than hitherto.

Circumstances strongly influence the ac-

tions of men and often govern their achievements. A man's environment stamps itself upon his character. Surround a man with the conditions of farm life, let him take up its tasks, its toil, its sun and rain, and soon you will read "farmer" all over him. This is true alike of men in vocations removed from weather and manual labor—like the lines and scars on Cromwell's face, of which he says they were scarred by his wrestlings with poverty and those influences external and internal that had been adverse to his rise to eminence.

Don't argue, please, that this makes man the creature or slave of circumstances. "As a man thinketh in his heart, so is he." The fact presents rather, like the knots on a fir tree, the markings of his growth. Conditions, hereditary and incidental, are formative material to build and shape the child into the man. He is the creature of circumstances to this extent at least that, being the offspring of natural laws, he depends upon those laws for sustenance, but how soon he begins to discourse upon them and to harness them to do his bidding. He becomes to the outward and visible habits of nature a governor of circumstances, the arbiter of fortunes and of destiny. It is only to the inner and unseen forces and to the irregular and spiritual influences which enter into his life that he is servant, and from which he draws the power and inspiration for a useful and successful life.

These secret forces operating thru his will mould his character till they become recognizable as features of his personality. He would be incomplete without them. He rises, in spite of hereditary infirmities, by these inspirational influences in dignity and commanding energy. By them he engages in organizing and creating situations that may be recorded as events of history; he reveals attributes once supposed to belong alone to the deities of old, and he shares indeed the prerogatives of Divinity in his will, his judgment, his benevolences and co-operation in his earthly sphere with the great All-father.

Man a Page of Eternity

Man is a page of eternity written over with the pencil of time; a soul wearing the vesture of mundane conditions, but every fold of which reveals the mighty entity within; a being who puts forth his hand to the wheel of affairs—and it turns; an intelligence that makes and influences eternal

decisions. Can I limn this figure without painting what he is? Then I must paint what he has done, for its story is traced on feature and frame. I must paint what he would do, for I read that declaration in his countenance.

*"Said Life to Art, I love thee best,
Not when I find in thee
My very face and form express'd
With dull fidelity;*

*But when in thee, my longing eyes
Behold continually
The mystery of my memories
And all I long to be."*

The historian sketches events in succession in which appear certain principles and personalities brought into relief by the shifting happenings all more or less caused by human will. To paint an historic picture one must focus in it a crucial moment of action or the vital personality in the drama enacted. The action is painted probably to glorify its hero. Is it not a higher privilege and a subtler task to paint the hero himself, whose thought inspired that action? As we have already seen, in painting him, the action and the history are painted together with him. Whilst these events have helped him to make him what he is—"his hand seized occasion by the hilt"—his hand reshaped the events. He wears the character won for himself as he wears the garment or jewels which adorn him but the man, the ego, is their possessor.

To which shall we ascribe the higher esteem, to the man or to his belongings? The answer may be given in Ruskin's pointed aphorism, "It is nobility of idea that ennobles art." Thus by a not unpleasing inference he gives the coronet to the painter of men rather than to the painter of events. Yet again I say, everything depends upon the ideals of the artist, what he is able to see in his subject. He can ennoble a personality whom men call commonplace, or he may brutalize an heir of the gods by painting a thing.

Painting as a Vocation

A word about portrait painting as a vocation. What do you see in men? If you see only pawns to shuffle in a checkmate game; if you see only marks for your exploitation in business deals; if you see only votes for your candidacy for place or emolument, or buyers for your wares; if you see but mimes

on the stage of the days disporting themselves in life's transformation masquerade; these will represent the sum of your expectation in their portrait, of course.

If, on the other hand, you can see in men the expression of race characteristics, of social conditions; if you can see in the face of your brother his daily history for a generation or a decade; if you can trace the lines of his thought currents or formations laid by the insistent purposes of the mind like the sands moulded in a river bed; you will look for and appreciate a higher order of portrait for you will discover a higher and nobler order of man.

There is an almost bewildering network of nerves beneath the surface of the human face upon which thought plays as upon a harp of a thousand strings, and these nerves of expression agitate the cells of the muscles of expression. The constant exercise of these expression muscles stamps the facial character, whose development is public evidence of the life within—that is, of the soul qualities and controlling motives of the individual's life.

Character—The Sum of Whims

Character is the sum of man's whims. The current of Niagara is a blind force, carrying its volume of waters down over ledges and along channels groved by centuries of attrition. The character of Niagara is the rush, the break, the strong eddy of its waves. It is the helpless tumble of the rapids and the unhesitating and awful plunge; then it is the seething and gathering impetus of the flow thru deeply eroded gorge, the whirl and spouting hurry to the calm depths of the river below. The waters are the sport of circumstances, and the splash and swirl, if painted, would indicate some of the hidden forces and purposes whose blind impulse is obeyed. So we paint men by the surface effects, which hint unerringly at those forces (not altogether blind) that operate beneath the surface.

I modestly hinted at a discernment of a man's history for a decade or a generation in his face. I make bold to tell you the stamp of many generations is there with the social, political and moral revolutions and migrations thru which the generations have come, and the portrait is not done till the fine play of their mutations has been caught and exprest.

Rotarian Pidgeon, Preacher Golfer, Motorist, Hunter, Friend

E. LESLIE PIDGEON, third vice-president I. A. of R. C., who was a resident of Vancouver, B. C., and member of the Vancouver Rotary Club when elected at San Francisco last July, now enjoys the distinction of being a member of two Rotary clubs. The Vancouver Club has made him honorary member for life and he has been elected to active membership in the Winnipeg club, following his removal from Vancouver to Winnipeg to accept a call to become pastor of the Augustine Presbyterian Church of Winnipeg.

Vice-President Pidgeon is a native of Canada, having been born in the province of Quebec 23 April, 1873. He was reared on his father's farm, and this accounts for his fondness for the out-door world and his proficiency as a sportsman.

In 1901 he was graduated from the Montreal Presbyterian College and his first charge was St. Andrews church, Markham, Ont., where he remained four years. Then he went to Knox church, St. Thomas, known as the only church which was ministered to by Dr. J. A. MacDonald before he left the pulpit to take up journalism in which field he has made a great reputation as the editor of the Toronto Globe. Dr. Pidgeon did not succeed MacDonald, his immediate predecessor having been Dr. E. R. Drummond of Hamilton.

After six years of successful work at St. Thomas he was called to St. John's church, Vancouver and it was here that he discovered Rotary and became a member of the Vancouver club.

Vice-President Pidgeon is a deep student of philosophy and probably derives his greatest influence in his association with men from his ability to enjoy the things which the average man enjoys and his faculty of embodying religious truths in modern, reasonable forms. Rotarians who have heard him can testify to his strength as a speaker and his ability to make friends.

He admits that he is a fair golfer. He was captain of the Elgin Golf Team of Ontario for four years and trained many of his best players. In former years he was an expert horseman, but recently has been won by the motor car and he takes quite a little pardonable pride in the fact that automobile men in Vancouver con-



E. Leslie Pidgeon, Winnipeg, Third Vice-President I. A. of R. C., snapped at the San Francisco Convention by Rotarian Taylor, San Diego

sidered him one of the best drivers in the city.

Mr. Pidgeon has retained his fondness for hunting and his ability to handle a rifle better than an ordinary hunter. He proved his right to this claim at Houston during the 1914 convention when he was challenged by Rotarians Kelly and Webster to shoot with them, the loser to pay for the powder. He won, with fifteen bull's-eyes out of sixteen shots.

On Christmas day 1902 he married Miss Edith Gilker of New Richmond, Quebec. There are three children in the home, Lloyd, Marion and Arthur, whose ages are twelve years, seven years and seven months, respectively. Arthur was only three weeks old when his father went to San Francisco to attend the 1915 Rotary convention.

Outside of his pulpit Vice-President Pidgeon considers his membership in Rotary as his greatest privilege and he does not hesitate to say "I have met the finest men of my experience and have felt the largest measure of freedom of speech and received the most sympathetic hearing in Rotary."

The Rotarians of Vancouver are to be sympathized with because of their loss of Rotarian Pidgeon and the Rotarians of Winnipeg are to be congratulated because he is now numbered as one of them.

The Promise of British Rotary

By PETER THOMASON, Vice-President B. A. R. C.

TO the business man nothing can better engender hope, nothing can better give inspiration, than a survey of the eleven years of Rotary's history. In it there is romance! Paul P. Harris, getting around him a few friends, sees the first club grow until it produces a man who carries Rotary to the Pacific. Clubs spring up, as it were, by magic; man after man of brilliance arises in the movement; convention follows convention, each sounding a higher note; and our evolution continues to work itself out steadily in three main directions—numerical strength, an abundance of philosophy, a wealth of literature.

Surely the anticipations of even our keenest-visioned leader did not rise to the actual achievement of this eleven years' record! Nevertheless, the chief glory of our cause is its future, and the outlook is no less promising in the British Isles than elsewhere.

Barely more than four years ago was Rotary seed sown here. It took root slowly, and in very few cities. The early members dragged along with no eye to ethics, no intercourse with men of other clubs. Their existence was maintained only because the Britisher really is a clubbable fellow. Then came the meteoric visit of Frank Mulholland's party. Inter-visiting was begun though in a perfunctory way.

A few delegates visited Buffalo and gained favourable impressions which the passage of time fails to weaken. A British Association, auxiliary to the International Association, was contemplated and brought into actual being—a difficult task at the time, for only slowly was there reached any general understanding as to the possibilities before us.

Constructive Work Continues

With each conference of the British directorate, some new constructional work is done. The objects of this body are many, but none has been observed with more success and satisfaction than that of promoting a broad spirit of fraternity and unity of

interest among all British Rotarians. In the formation of new clubs the guiding principle has been that, rather than many clubs hurriedly organised, the possession of a few soundly organised ones is the desideratum; and, as a consequence, the newest clubs are full of a zest which outrivals that of some of the older clubs.

In gauging British accomplishment in Rotary one has to recognise that, whereas in the States there are still many cities of such comparative newness that Rotary finds men eager and waiting for the offer of another club, citizens of the older cities on our side of the water have had numerous interests absorbing their time long before Rotary came to their notice.

Dreams for the Future

But we need have no fears for the spread of Rotary over here. We weave dreams of our entertaining the International Convention in due season. In one club which specialized in taking care of Belgian refugees, plans are laid for the taking of Rotary to Antwerp. This, together with many of our fondest visions, must for realisation await the cessation of war. Meanwhile, the eleven clubs we have are gaining in strength—a fact which, in wartime, is in itself surprising.

Another augury for greater success is that the last twelve months have seen us attain to a higher degree of *unit* efficiency. Luncheon talks have been more educational and we have drawn closer to the theory of having as members only the best men in their line. This year will surely see our membership doubled—possibly trebled. Each club is producing its thinkers and each club is intent on surpassing its previous attainment.

Our brethren in the States and Canada can rest assured that about the date of February 22nd more than a thousand Rotarians in these isles will drink to Paul Harris and the cause of Rotary; moreover, in so doing, these Rotarians will re-dedicate themselves to a life of greater Rotary service.

EDITORIAL NOTE: This article and the one following, by Peter Thomason of Manchester, vice-president of the British Association of Rotary Clubs, and by Thos. Stephenson of the Rotary Club of Edinburgh, honorary secretary of the B. A. R. C., were written especially for the Anniversary issue (February) of THE ROTARIAN, but delays in the mail service between the British Isles and the United States prevented them from reaching the editor in time for insertion in that issue.

The British Association of Rotary Clubs

By THOS. STEPHENSON, *Honorary Secretary B. A. R. C.*

(See Editorial Note at bottom of preceding page.)

THE rapid and vigorous growth of Rotary in the British Isles during the last five years pointed to the necessity for some central organisation in this country for the unification of Rotary principles and practices and for the extension of the movement on right lines. While the International Association has been fully looked up to and regarded as headquarters, it was felt that some sort of immediate control by the British clubs themselves was necessary as an auxiliary to the I. A. of R. C., and with this object in view the British Association of Rotary Clubs was formed in May, 1914.

The Association consists at present of nine affiliated clubs, and its Directorate comprises two members from each club, the Honorary Secretary, Honorary Treasurer and District Governors I. A. of R. C. ex-officio—in all 21 members. The Board of Directors holds on the average three meetings a year, a different centre being chosen for each meeting, so that each club has an opportunity of meeting representatives from all clubs in the United Kingdom. So far, London, Liverpool, Belfast, Glasgow, Edinburgh and Manchester have been the scenes of meetings, and Birmingham is to be visited in February, 1916.

For the first year of its existence, the work of the B. A. R. C. consisted mainly of organisation. That completed, it has been devoting its second year to extension and

has already done good work. The Rotary Club of Newcastle-upon-Tyne was its first effort, and this club is now flourishing amazingly. A club has also been started in Leeds, which it is hoped will have got under way by the time this appears in print. Clubs are in course of formation in Dundee, Bradford, Sheffield, Leicester, Darby, and Portsmouth, and the Association has other centres in view.

There are quite a score of cities in Great Britain and Ireland that could maintain Rotary clubs without difficulty and there are as many more smaller towns where Rotary might take root later on. The war rather prejudices business men against starting a new organisation, but when it is pointed out to them that there never was a time when business efficiency and co-operation was more urgently called for—that at the end of the war commercial problems of great magnitude will arise for which the business world should be fully prepared—the necessity for the immediate cultivation of Rotary principles soon becomes apparent.

The war has cemented British Rotary as it has done everything else; paltry prejudices have been shattered and the necessity for close co-operation has become manifest. It has shown the value of **service**—service to the country and service to each other—and Rotary in Great Britain and Ireland was never so strong as it is today.

An Open Letter to You

Madam—Business still improves with us. Notwithstanding the war we have had another increase in sales for the year just ended. If this is possible in war time it is further proof of our ability to serve our customers well.

A TEA MEETING Our assistants had a very happy gathering recently. Twenty of us had tea in our Donegall Square West Show Rooms, and after tea we had a general discussion interspersed with recitations and solos from our assistants. The topic of our discussion was, "How can we give our customers yet greater pleasure during the next twelve months?" We believe that business should be something more than mere selling and buying. It is an opportunity for daily service, in which retailers and customers can combine to give each other pleasure and add to the happiness of life.

It is in this spirit that we have entered our New Year, and though we know in the multiplicity of transactions there must be an occasional hitch, each assistant is going to do her utmost to make every transaction you have with us as full of pleasure as possible. Unlike many other houses, we never regard a transaction as complete until our customer is satisfied. Let us say again how pleased we always are for customers and visitors to spend time in our Show Rooms merely "looking round" quite apart from any thought of purchasing.

The above is part of an advertisement used by Robt. Hogg & Co., Ltd., of Belfast, Ireland, and shows an expression of Rotary spirit in Belfast business. The manager of the concern is Rotarian Chas. E. White. THE ROTARIAN correspondent from the Belfast club.

Great Value of Rotary Convention To Rotarian Who Attends

By HARRY G. HASTINGS

Everything which Rotarian Hastings (seeds member of the Rotary Club of Atlanta, president of H. G. Hastings & Co.) has said in the following article concerning the International Rotary convention at San Francisco in July 1915, can be taken as prophetic of the Cincinnati convention in July 1916. The International convention at San Francisco was the first attended by Mr. Hastings. Just as he feels certain that those who go to Cincinnati for their first International Rotary convention will secure the same great value which he secured at his first in San Francisco, so those who have attended more than one are certain that Mr. Hastings will be even more enthusiastic after he has attended his second and third and fourth. This article was written shortly after Mr. Hastings' return from San Francisco and was published in *Rotary in Atlanta* in October 1915 under the title of "My Broadened Conception of Rotary."

DURING a somewhat extended trip this past summer, I have seen three things that defy man's power to describe or convey any adequate conception of to another. One of these was the Canadian Rockies, the second was the Grand Canyon, and the last, but not least, was the 1915 International Rotary convention held in San Francisco in July.

I am of rather phlegmatic temperament, not easily impressed by the emotions or sentiment of crowds or assemblies of political, religious or other character. I have seen Bert Adams, Ivan Allen, Hicks and others coming back from these Rotary conventions full of enthusiasm, full of new conceptions as to responsibilities not only to their fellow Rotarians but to their fellow man in general. I have wondered why. It was no exaggeration to say that, Rotarially speaking, they had been born again.

I no longer wonder. The reason is plain. I have felt its effects on myself, have seen its effects on others. No thinking man can go to a Rotary convention such as the one held in San Francisco and come away without the broad principles of Rotary and Rotary fellowship burned into his heart and head so deeply that they will never be effaced.

No Finer Body Exists

I have been in many state and national assemblies, religious, business, political, etc., yet I have never seen any assembly that in personnel graded up as high. I am not exaggerating in the least when I say that, go where you will, no finer body of young and middle-aged men could have been picked than assembled in the convention halls at San Francisco and Oakland.

I was new at this Rotary convention game and was an onlooker and an ab-

sorber of Rotary information. The information came so fast, so concise, so clean cut, that I have had mental indigestion ever since trying to digest a tithe of what I heard.

Looking over the assembly and getting an idea of the class of men Rotarians are, one begins to appreciate as he never did before the value of his membership in Rotary, and this appreciation grows, not only during the convention but after you leave it.

I want to assure my fellow Atlanta Rotarians that I appreciate my membership in this club more today than I ever have before; that I prize my membership in the Atlanta Rotary Club above my membership in any other organization that I belong to.

You may possibly ask why. I'll tell you. What I saw and heard at San Francisco shows me beyond any question of a doubt that the men who are going to be effective in the uplift and upbuilding of civilization and society in this country and Canada are the men with the spirit of Rotary moving them.

Their names will not all be on the roll of Rotary clubs but the spirit of service that goes out of live, working Rotary clubs will in time leaven the whole mass.

Atlanta Has a Duty

Just a home application, and just among ourselves. We all love our home city. We are proud of Atlanta and her past achievements, many of which we have had a goodly part in. But there are many things about Atlanta that we are not proud of.

Our Rotary club has a distinct service to perform for Atlanta and for Georgia. Our place is that of a leader in bringing our

people of both city and state to a conception of higher ideals, a conception so strong that it will materialize into city-wide and state-wide action.

I came away from San Francisco with the feeling that no man has command of language sufficient to define Rotary in its fullness, and yet it may be covered with the very broadest application of the word "Service."

One of the speakers emphasized the point that Rotary service should begin in the heart, then at home in the family relation, then expand outward thru his business and his public relations.

Rotary No Place for Pessimists

What impressed me strongly was that the body seemed to be made up of men not only filled with the spirit of service, but filled with a spirit of sane, well balanced optimism. There is no place for a confirmed pessimist in a Rotary convention or a Rotary club. I believe it was one of the Ohio men that happily express it when he said that he would "rather be a one-legged optimist than a pessimist with as many legs as a centipede."

One can't begin to touch on or condense the papers or talks. They were boiled down to the limit before presentation.

One thing above all others that comes out of Rotary is that Rotary teaches men to think, and we need clear, clean-cut thinking. Rotary is an education to a Rotarian, a broadening education that in time teaches those that a Rotarian comes in contact with to think.

Rotary teaches happiness in so much as no man can be really happy unless he is doing something for somebody else.

I have now a more serious view of the obligations of Rotary. No man can go to one of these conventions and come away without a more serious view of his obligations to his fellow man and to society.

High Ideals of Rotary

There has been a lot of talk and some criticism of alleged "high brow" ideals and conceptions as to Rotary, and some of these ideals have been above the possibility of present or near future attainment. One speaker recognizing this, happily express it when he said: "We must not lower our ideals, but we must practicalize both our business and social ideals." Another said

there is no reason for antagonism between the economic and the altruistic, but they should be made to cooperate.

One stressed a point that it is well for us to consider, and that is that too few members of Rotary clubs are really Rotarians. His view was that in most clubs three-fourths of the members were members only and had not gone further; that the biggest job of all clubs was to assimilate their very membership, a sort of intensive culture proposition to make real Rotarians out of them.

All clubs reporting showed charitable work of some kind being done.

I could go on for an indefinite time on the different phases and subjects covered, but time forbids. If you haven't already done so, I want you to read every article in the September and October issues of THE ROTARIAN, not in a hurried, daily-paper sort of a way, but in a thoughtful way. If you do this, I miss my guess if you don't read some of them several times.

Hot-Air Oratory Out of Place

Probably not the least of the effectiveness of an International Rotary convention comes from the minimum—I might well say the almost total absence of "hot-air" oratory. There was mighty little of it cropped out, and when it did show up it got no encouragement.

I came away from San Francisco with a real heartfelt desire to be a better Rotarian, so that so far as possible within my natural limitations I could sort of "match up" with the men I saw and met there.

President Allen Albert, in his inaugural address, said that this had been a convention of "Interpretation." Granting that to be true, it was no less a convention of inspiration to me, an inspiration that leads me to a broader view of my responsibilities, not only to you, my fellow members, but to society as a whole.

Define Rotary as you will, as a philosophy, a creed or what not, the San Francisco Convention gave me an inspiring insight into an international organization whose platform or code of ethics is so broad and strong that Protestant and Catholic, Jew and Gentile, can stand on it alike, shoulder to shoulder, working together to make this world of ours a better place both to live in and to make a living in, not only for Rotarians, but for everybody.

Advertising Rotary to Non-Rotarians

Is It Desirable and Can It Be Done Successfully?

No one will question the soundness of this excellent paper. Publicity of the right kind is desirable and necessary for Rotary. It seems, at this stage of our development, owing to certain exigencies, to be a matter for the individual clubs to take up. A perusal of the February 1916 issue of *The Ladies Home Journal* will show how Davenport, Iowa, has helped to place Rotary in the public eye. Surely other Rotary clubs can do similar work. We should only wish Rotary to have that popularity which was once described by Lord Mansfield in these words: "I wish popularity, but it is that popularity which follows, not that which is run after; it is that popularity which sooner or later never fails to do justice to the pursuit of noble ends and noble means."—FRANK HIGGINS, Chairman I. A. of R. C. Committee on Publicity and Information

IN approaching this question, let us first consider the reason for and the purpose of advertising as a business art and then let us see what there is in Rotary to which this art can be applied.

The purpose of advertising is to center public interest upon a given point. That point may be an article, an individual, a store, a service or an idea. To effect this purpose, advertising must find a natural point of contact between its public and its subject. In ninety-nine cases out of every hundred, this point of contact will be found in the self-interest of the public.

The successful advertiser then considers in what way the thing he has to advertise will best serve the self-interest of those to whom it is to be advertised. And then he goes on into detail and drives home the particular ways in which his article, individual, store, service or idea can help you and me better than any other similar thing.

The extent of his success will depend first upon the intrinsic merit of the thing advertised and secondly upon the degree of conviction he can put into his copy. Convincing copy does not deal in dogmas. You cannot convince a man simply because you state a thing as the truth. You must gain his consent to the fact that it is a truth. You must prove it to him in terms which he will recognize.

Now in what way does Rotary appeal to the self-interest of non-Rotarians and how can they be convinced of the facts?

Definition Must Be Found

Before we can answer that question we must first analyze Rotary and define its functions as a public service. There are many definitions of Rotary even among Rotarians. Some clubs define Rotary as a chance to relax, to forget business worries,

have a good time with other grown-up kids.

Others define it as a chance to make valuable business acquaintances and quote the cryptic aphorism: "Acquaintance begets friendship; friendship begets confidence; confidence begets business" as the true reason for and purpose of their clubs.

Yet others conceive of Rotary as an organized force for the betterment of business. They believe that Rotary is the beginning of a new code of business ethics based upon "Service not Self," and they believe that the function of Rotary is to practice this principle and, by proving its practicability, to hasten the day when it shall be the common principle upon which all business is based.

Assuming a Definition

Supposing we assume this last definition as the true one—and, mind you, it can only be *assumed* until a majority of the clubs composing our organization quit regarding Rotary as a playground or as a personal business-builder and consent to consider it as a laboratory in which to test the truth of our twin slogans "He Profits Most Who Serves Best" and "Service not Self." But most Rotarians will give at least lip-assent to this definition, so let us accept it as our starting-point.

Now in what way will this kind of Rotary appeal to the mass of non-Rotarians and how can it be made to influence them to help forward the aims of such a movement? Attracted by the lofty ethics involved, many may be brought to take a deep interest in Rotary and interest tends always to develop into resolve and to express itself in action.

Now what action can the non-Rotarian take after he has become convinced of the truths of Rotary? Can he join his local

club and take part in its activities? One-tenth of one per cent of the population of our territory belongs to our club and, perhaps, we might double our membership by taking in every prospect possible under our constitution and by-laws and have one-fifth of one per cent of the "public" to which we must advertise.

How about the other ninety-nine and four-fifths per cent? What have we to offer them? Simply an abstract idea which we state that we are organized to work out. We cannot ask them to help us because our membership is limited.

Why is it limited? will be the obvious question. If this idea is good for businessmen why not for *all* businessmen? And we will reply that the idea is still in its infancy and that we must test it in laboratory quantities before we consider manufacturing on a large scale.

Two Conclusions Reached

Whereupon the public will say, All right, go ahead with your test; if it works and you want to enlarge your production, *show us how and where it has worked* and we'll be glad to take some stock in your institution. And, if we can show them how and where the Rotary idea has worked in practical business, they can be "sold" on the idea even tho they cannot come into the club themselves, because they can apply the idea to their own business and work out the same success for themselves.

And so we arrive at two conclusions:

If we ourselves are prepared to accept the higher definition of Rotary, it would be fitting for us to go out after as many new members as our constitution will permit, so that in putting the idea to practical test in the laboratory of our club we may have, as nearly as possible, a true and complete cross-section of our local society. And this we may do by advertising what we are *trying* to do—our hopes and our plans and whatever little evidence we have to indicate that we are on the right track.

Our second conclusion is, that we will not be ready to advertise Rotary to the general public until the general public can be convinced that they may use Rotary in some way themselves. Such conviction can come only from examples and when we have a hundred working examples of Rotary in every sizeable city we will have also our best advertising.

Then let us eliminate the idea of adver-

tising Rotary to the general public, except insofar as we may be advertised by our good works. And the proof of what our Rotary club is trying to do can come only as we actually accomplish things. And "things accomplished" are treasure-trove to any good newspaper.

Advertising for Members

But there is still something to be said for advertising Rotary with the avowed object of securing new members to share our experiments with us. Suppose we admit that this could be done by explaining our hopes and plans and publishing a list of vacant lines of business. Suppose we pass over also the question as to whether this would be good policy and come at once to the question of cost.

One-time advertising is not to be thought of. If we advertise at all we must have a plan and a sustained schedule of copy—let us say not less than three months advertising three times a week.

In a single paper, it would cost about \$125 at the lowest rates—and would earn us the direct ill-will of the other paper. Your committee believes that we cannot afford to spend any such sum for such a purpose and believes further, with Ed. Silberstein's committee on membership, that what we need now is not more members but more knowledge.

And so we suggest that our advertising for the present be confined to our own membership and that it take the form of short papers on the principles of Rotary, prepared by our own members upon assignment by a special committee to be appointed by the chair for that purpose; one such paper to be delivered at each meeting of the club and to be followed by brief discussion from the floor. Papers should be limited to ten minutes, discussion to three minutes for each speaker and the number of speakers to a subject left to the decision of the meeting.

We suggest further that these papers, if they prove acceptable to a majority of the members who are present when they are delivered, be given to the newspapers together with a report of the meeting, to be published for their news-interest.

In this manner we may hope eventually to effect the triple result of educating ourselves, interesting the general public in our aims and plans, and attracting such as are eligible for membership to make application without delay.

The Fascinating Utility and Simplicity of Modern Accounting

By W. B. BROCKWAY

IT IS regrettable that the average business man is afraid of his books of account. He knows he must have them, but, subconsciously, he wishes he didn't. As a rule they bore him, and yet, dry as the subject may be, I hope you will believe me when I say that the study of your accounts may, by modern methods, be made as fascinating to you and as useful and simple as any other part of your business. It is all in the way it is done.

As a beginning, I wish to fix one thought in your minds. It is the most important thought I can give you on this subject and it covers all that I am to say. It is this: "Accounting today is more than keeping books." Memorize that sentence, it will help you later on. In other words, the art is now away beyond just bookkeeping and the change has brought with it much that is different from the practice of only a few years ago.

This is not said as a reference to bookkeeping technique, the use of machines, loose-leaf books, etc., for that part of the subject is trite and somewhat overdone just now, but rather to the changed position accounting occupies in business as compared with just bookkeeping of a short time ago. The accountant today is rather more of a business helper and adviser from the standpoint of the accounts and as such his place in the business organization is now more important than that of the bookkeeper of yesterday.

Efficiency Just Good Management

The change has come very naturally in the present effort toward efficiency. And just here let me say, in order to clear up a much used term, that efficiency, no matter under what guise it appears, is just old-fashioned good management, nothing more. It has frills, to be sure, but good management is what it means at bottom.

Now as to the accountant a moment's thought will prove to you that in your own business the man in charge of your accounts is liable to be the best generally posted man

about your business. Sometimes he may know it more intimately than you do. This comes about naturally, because to him, for accounting purposes, the lowest order of work in your establishment is of exactly equal importance to the greatest.

To illustrate this, consider the fact that a very small proportion of the items entered upon your books originates in the accounting department. True, all information is whipped into shape there for purpose of recording, but the original data comes from some other part of the organization. The sales orders, terms of payment, the quantity and quality of goods shipped, the amounts owed on purchases, the material used in manufacture, the time put in by even the laborers, to mention only a few things, come from different sources and in different ways. This is true of almost everything placed in the books.

All Equally Important

To clearly get my point, it should be remembered that without exception, all things have an equal importance in accounting for a proper showing of your affairs. To omit from its proper place the record of the use of even the least important of your material will throw out, to that extent, your accounts; therefore, the accountant, keeping in mind all these things, gets the information from all parts of your organization in time to put them periodically into the records.

To ascertain exactly what all who work for you did in your service so that the cost may be properly charged to the appropriate accounts, is equally important; so he inquires into that.

Thus he is constantly in the most intimate contact with the actual facts of all parts of your business. He knows what you are making or losing—no one else but you knows that—and all these things are necessary for him to know that you may benefit thereby. You must, for proper accounting, trust him to the limit.

The accounting department may be

likened to a circle having equal—not almost equal, but equal—contact with everything that goes on. No other department has this complete and equal contact. Everything is grist to the accounting mill and everything is there arranged or rearranged in an orderly manner, to fit the accounts, and then recorded.

The accounts are, or should be, the business history of the concern.

The balance sheet and profit and loss statement are studied by you; you plan your future from them and from other statements; thus, they must be accurate and correctly stated.

In connection with accuracy permit me to enlarge upon what I have just said about practically nothing originating in the accounting department. If your employes in the shipping room thru carelessness or error or because they don't like to have the bookkeeper nagging them, or your timekeepers or your workmen or anyone anywhere in your employ misstates in the slightest degree anything done by him or under him, if your inventories are in any way carelessly taken, if your laborers report that they worked on one thing while in reality they worked on another, to that extent your records are wrong, and you, when studying your statements, will get just to that extent an erroneous impression.

Must Be Backed Up

I point this out to show why it is most important that your accountant must have the authority to inquire into anything, of anybody, at any time, and be backed up by you so that he may get the truth.

Sometimes in the factory and elsewhere the accountant is looked upon as a meddler, a busybody, a nuisance, or even as a somehow customary evil. Fortunately, this impression is passing away. Nowadays, the accountant has the authority and can go anywhere at any time to get the actual facts and he is getting them, with the positive result of a better understanding by business men of what they are doing.

It will be well if I can make it clear to you that you can get correct accounting in no other way. Estimates and rules of thumb are going out of fashion fast.

To state modern accounting in another way—the day of pretty penmanship is gone. The need in business now is for accuracy and legibility and speed. No more is it thought necessary for only one

man to make all the entries in a certain book; speed requires that more than one man may make entries in a book in order that the work may be done quickly.

My own practice is to work as many men on one book as can be done to advantage and further to split the book into several parts when more useful. This has two distinctly beneficial results; it breaks the monotony for the bookkeepers and provides understudies where they are needed. This is especially valuable in the important positions. It guards against sudden illness at any point stopping the routine to the detriment of the accounts and their prompt handling.

Useful Pride of Results

I realize that the one who will ordinarily be first to argue against the modern "hurry-up" way of keeping books is liable to be the bookkeeper of the old school. This is because he does not clearly understand the advantages or else he or you still like to see the books in his charge as something to point to with pride of workmanship, rather than with the more useful pride of results.

Let me explain what this plan has accomplished with our companies. We have several companies with numerous offices scattered over a very large territory from which periodical balance sheets and other statements must be obtained, compiled, combined, condensed and otherwise treated for the purpose of accounting. By the modern way, this is all thoroly done and the statements for the previous month are in my hands for examination and approval and presentation to our president by about the twelfth of the month following. This includes some eighty odd cost sheets, together with balance sheets, profit and loss statements, etc., in several combinations. This is not unusual nowadays; it is what the modern business requires.

Accounting today must be so done, even when done quickly, that it will bear the scrutiny of professional accounting firms in periodical examinations. Just on general principles such periodical audits are to be recommended, not to find if your accounts are crooked but rather to confirm that they are accurate.

But do not be easily carried away by the recommendations of systems of accounting, etc., that all professional accountants and others carry with them. Many of them are good and reliable but sometimes it is dangerous to your peace of mind and your

accounts to be over-systematized. Of course, all methods can be improved but sometimes they get so good—like some people—that they tip over backward.

In my opinion a system of accounting should never stand still. It is rare, indeed, when I have a book or a blank form reprinted exactly as it was before. Orderly change is healthy. I even change the arrangement of the desks now and then to break up the sameness of office work. A man with new routine and new environment seldom takes things for granted and he straddles the rut or does not wear one.

The business opportunity for trained accountants is greater today than it ever was. They make good executives when they are good accountants but they will make good executives only if they are good, broad-minded business men as well as good accountants. Do you realize how frequently the accountant becomes a successful executive? As an example, I need only to point out that you have placed two ex-accountants in the highest offices of this club. Our president and vice-president once were accounting officers, and good ones, too.

A Nervous Business

It is well known that accounting as a business frequently makes the accountant a nervous man. This is easily explained and as easily corrected. The causes are, first and foremost, the enormous detail he handles or directs. It is only fair to say that detail *per se* is not difficult to handle when he is trained for it, but the inaccuracies and carelessness of the other departments in supplying data, every bit of which have to be cleared away before being put in the records, are the causes of most of his worries. Correct these, and build up honest and thoughtful co-operation between departments, and the detail will be only a part of the business.

Second, he is tied to a desk, is physically inactive and most of the work he does is past history when it comes to him. This is all liable to be deadening if not broken up. The remedy for this is to send, or better still, take him frequently thru your plants to see what is going on. Your new construction and your operating plans when seen in process will make the records and reports that come to him more full of meaning and you will get better accounting thereby.

Send him to business shows and to other offices to get new ideas. It is a good investment.

Unless you do this (stripping the thought of non-essentials) you will be practically making of your workmen, timekeepers, shippers, storehouse men, and others, the accounting men, and the office will merely record what it is told by others. His imagination will be inactive and it is wise to bear in mind that imagination is the greatest force in business today.

Why Books Are Kept

Have you ever asked yourself why you keep books? I might just as well ask, why are you in business? The answer is the same. You are in business to make money and all that goes with it and you keep books for the same reason. You are business men and eat and sleep with your business, but unless you are developing the accounting force working for you as much as you are developing your manufacturing and sales force, you are riding for a fall. As your business grows, the time must come when an inefficient, unimaginative and "don't care" accounting system will block the best plans you can possibly make for your business. It is inevitable, because "accounting today is more than keeping books."

Bear in mind that in what I have said I have not intended to use the words "book-keeper" and "accountant" as synonymous terms. They are not. A bookkeeper records what is given to him for record while the accountant has a responsibility for the accuracy and the method of obtaining the data as well as recording.

As to the importance of modern accounting in general, I can do no better than to point to three recently enacted laws—laws that stand a good show of being permanently, in one form or another, a part of the business system of this country, viz., the Income Tax law, the Reserve Banking law, and the Trade Commission law. You have already seen the effect the Income Tax law has had on your bookkeeping, and unless I am mistaken the other two will operate to the extent of actually telling you how your books must be kept.

It is but a short step, already partially taken, for the Reserve Bank Board to prescribe how your statements to your bankers shall be prepared. It is undoubted that the local banks will follow the lead

(eventually, if not at once) of the reserve board and you will change your accounts to meet that requirement.

The Trade Relations Commission will some day be not at all backward in using their tremendous powers over your accounts; in fact I will say that I am informed they are already preparing a skeleton standard system and some day when times are ripe they will spring it on you and then you will experience some of the accounting joys the railroads, street railways and the telephone, electric and gas companies have known for years. You will be astonished, and perhaps angered, that such control can be—but you will do it just the same.

Just one more thought: Don't think anyone, boy, girl or man, can keep books because they work cheaply or cannot do anything else. It is brains mixed with your accounts that you need and will continue to need so long as you are in business, exactly as you need brains in your salesmen, your factory superintendents and others—business brains that save and safe-

guard what the others bring in, that help you to cut out leaks, brains that are trained to analyze as well as record and that can help you rather than be another load for you to carry.

Brains cost money in accounting as in everything else, but, if trained, they always save more than they cost.

It is a problem to find ready-made accounting brains. Usually they are hard at work somewhere else. Business colleges don't solve the problem, nor do the certified public accounting boards of the various states turn them out, but they both help. The average business man cannot train office men except to his own manner. But there are good men working two or three places from the top in other offices who have the training and that is the best source of supply.

Office management, tact, imagination, business law, banking practice, insurance, statistics and many other things are now part of the requirements of the modern accountant, who does more than merely "keep books."

Glenn Mead Gets a Letter From Rufe Chapin

DEER GLEN

Well glen, I gotta stop write heer and laff becaus that deer glen stuff lookes so like some place in a zoo of coars I dont meen no ofence but it doze look funny well glen i heer old man you gotta berthday coming on an im mitey sorey 4 you its tuff aint it but sense you set a president so menny yrs. ago i suppose you gotta keep it up and hav 1 every yr. i suppose youl get a lotta junk give to you an buy the way if you get a extry pare of slippers give to you or a pare that dont xactly fit you mite send the slippers on to me as I gotta by a pare of slippers soon an it wood save me 1 buck and cost you nothing but postidge wich i wood be glad to 0 you glen an you no me glen i allways pay what i o tho not allways write away of coars becaus a feller dont allways have the mony to spair at all times jony on the spot thees rottery fellers are a grate bunch glen it beets all wat a lot thay think of eechother if it haddent a been for rottery I wooldnt have had the chanct to right u and tell u how sory i am that you gotta hava nother berthday but sins you gotta hava nother and cant doge it nohow i am riting this epissel to say how sory i

am you gotta hava nother berthday

I supose u muss be pritty old now caus you haddent no hare ever since i lst new you and that now goin on several yrs. of coars you mite by what they call a 2-pay some fokes warem but i druther see a man go about looking just as he reely is woodent u an i like you glen—you no me—jest as i seen you last by the way glen you aint gone to get marid this yr. are u B caws if you are id like a littel advans notis soze i can lay a side a bit of chainge to by u a weding presence 4 you and youre wf. monny is kinda scares a round this burg and of coars u wooddent xpect so very mutch from me ennyhow glen but dont forget them slippers glen and mabe ill due smthing handsom buy u well glen this is a long letter 4 me 2 wright so ill cloas with best rgds. an say that im offal sorey about this berthday bus. but i supose it cant be halped nohow.

Youres respectfully
Rufus F Chapin.

Genuary 8. 1916.

P. ess Onestagod im sorey a bout ure berthday glen.

p. P. ess dont forget the slippers glen.

The Human Element in an Industrial Plant: No. 2

By CHARLES B. COOK

THE problem of the proper management and operation of a modern industrial plant is inseparably interwoven with the human element, the personal equation. A plant, no matter how thoroly systematized, never becomes just a big machine.

The employer should study the habits of his employes. Good habits are as strong as bad habits. Certain environments in the plant may serve to increase bad habits and decrease good ones. Work planned and made methodical becomes a good habit to the carefully trained employe. Insufficient instructions and lax methods cause an employe to get into bad habits. A man may be inaccurate thru habit, but the defect can in most cases be remedied.

It is impossible to standardize all procedures but all things possible should be headed that way. Great care must be taken to counteract the tendency of habits to become customs. Good habits should be acquired as the result of proper reasoning as to why a thing is done. By custom, I mean that a thing is done simply because the other fellow did it that way.

Customs are not good merely because they are in use. In my own experiences customs have been one of the hardest problems to overcome and I have never been able to overcome them entirely. In many cases a custom is impregnated in the employes and its eradication is a matter of time and continual supervision.

Problem of Personality

The problems one encounters in the study of the human elements are perplexing. No two men are alike and rules and regulations cover only those elements that are to a large measure controllable. There are, however, many traits in the human element that the employer never sees or hears of and yet which have an important bearing on the results of the production.

What is the effect of the personality and ability of the employe on those immediately surrounding him? If he is a good, clean,

capable workman there is an uplift going on continually among those connected with him. If he is of a type that is irresponsible, erratic, yet a good workman, there is another condition created. This leads me to ask "Why is it that we employers, when hiring men, do not give any consideration to the men who are in the employ and who are high class workmen and entirely satisfactory?" We hire the new men on references which give very meager information regarding the applicant and we place these new men beside our experienced men without knowing whether our men and the new men will get along together, whether the influence of the new men will have a deteriorating effect on our old. If they do, you can depend upon it, it will be the old men who will leave rather than stay and work under conditions which are not helpful to them.

Considering the Old Employee

You would not link up a brand-new up-to-date machine with an obsolete one that would lower the quality and production of the factory. Yet that is what we do in many cases when we hire new men without proper investigation of their character, physical condition and ability.

I believe if a man has been with the company five years and has a good record that he should be immune from discharge by a foreman until consultation with the manager. We cannot afford to let one mistake be the cause of a man's dismissal when he has given five satisfactory years of service to offset this. If it is simply a matter of not being able to get along with his foreman he should be transferred.

The matter of setting a rate for a man's work is a difficult one over which employers seem to have very little control. We are subject to conditions of the locality. While in many instances there is a method of determining the wages of a man by his skill, the conditions prevailing in the locality will often prevent an adjustment of rates.

In an investigation of a plant we found

one line of work which required practically no mental effort, and yet had quite a little physical fatigue, having rates far greater than another class of work which required years of study and mental effort before a man was considered proficient, and which, due to certain local conditions, was being paid 30 per cent less. In making adjustment it would require that the first class should be adjusted to a lower scale and the second class adjusted to a higher scale. To do this would create labor difficulties and would cause continual dissatisfaction.

How Men Grade Work

Under a test which I had made recently we had a conference with our leaders, some thirty-two men, and we explained and outlined to them the classes of work that were being done in our plant. We divided the trades into eight principal elements and explained to the men just what these elements were. We then distributed papers to each man and asked him to write down his opinion as to the classes of work in the order of their physical and mental requirements and which trade should call for the highest remuneration. In summing up the votes of our leaders as to the relative value of the different trades, we compiled the following:

The trade requiring the longest training and experience was given a standing of.....	32%
The one requiring greatest mental effort.....	19%
The one requiring the greatest nervous strain.....	11%
The one requiring the greatest physical effort.....	9%
The one with the greatest danger to employe.....	9%
The one being the most unhealthy.....	9%
The one considered the dirtiest.....	6%
The one giving least possibility of advancement.....	5%
Total.....	100%

We found that our foremen, all men of splendid experience, had selected a trade requiring the greatest mental training and experience as the one which should be paid the highest rate of wages. Basing this on the average rates paid in our plant, the men in that particular trade should receive about 100 per cent more than they were earning.

In taking the rest of the trades, and we have about nineteen distinct trades in all, only two or three of them were rated according to a scientific standard based on our investigation. Many of the trades requiring practically unskilled men were rated far higher than they should have been, while other trades requiring a great deal of skill and intelligence were rated quite a little less than they should have been.

Let us now consider the man who is selected as foreman. He gets his first real experience in handling men. His attitude to the men under him changes from the attitude he had towards them when he worked with them as a fellow worker. He is apt to assume an attitude of "right by might" rather than deciding the right or justice of the case. This very often complicates matters for the manager and instructions along very defined lines must be given such a man.

A workman of high ability works satisfactorily under one foreman and does not get along when under another. The temperaments of the two are entirely at variance and we are forced in some cases to let men go as foremen, who, while highly skilled and good executives, sometimes lack the personality and human sympathy which play a great part in the striving for a production of quality and quantity with the least possible friction among the employes. Such men fail because they do not give sufficient thought to the fact that to get the most good out of the greatest number it is necessary to study the men and their peculiarities.

A man who is given authority as leader of a department and who does not exercise his full authority is apt to get more authority given to him, but the man who is given authority over a body of men and who exceeds the authority is likely to have some of it taken away from him.

Attitude Towards His Work

The attitude of the workman towards his work has only recently come to be seen as a matter of importance and it would take many pages to cover this alone, but I will speak of one or two as illustrations only.

Every workman believes he is worth more money and his attitude is affected more or less by this very one thing. Some do just enough work to get by, and become like machines, non-thinkers, listless; they never progress. Then there is the man full of ambition, energetic and progressive, who is out to succeed and after a week or two on a job he produces 40 or 50 pieces a day against the type just spoken of who does 30; immediately he arouses the antagonism of several of the workmen; many will not speak to him, and everything is done to make it uncomfortable for him; if he complains to the foreman, he is still further ostracized as a "squealer" and very often a foreman lets such a man go to "bring peace in the family," as he terms it.

This condition we have overcome by investigating the elements of the job and by a predetermined production based on our investigations rather than on what the man thinks he can do.

Most men look with covetous eyes on the other fellow's job, and this is another element of the attitude of workmen towards their jobs which requires a remedy. We are attempting to offset this by a system of premium by which the man can make higher wages according to his increased production.

We base this premium by allowing for the physical and mental condition of the man. If a man is not feeling well and cannot go at his work under the best conditions and therefore falls down under the required production, there are no losses deducted. If under the best mental and physical condition he can increase the production over the required amount, we give him every opportunity to do so, and he thus increases his earning capacity. We give him a contract for six months or more. If his work is uniformly good he is a fit subject for promotion.

The Waste of Energy

We all know that unnecessary movements are a great waste of time and energy. They rob the company of earnings due them, they delay the production and lower the efficiency of the employees. Few employers consider this from the employees' standpoint. This unnecessary energy belongs to the employee, and you rob him of an earning power, which, if rightfully controlled by your management, allows him by proper expenditure of his efforts to increase his value to himself and also to the company.

Deferred decisions on the part of the management and leaders cause endless losses to any organization. It may be that the shipping clerk is holding up shipment of valuable goods because his foreman is waiting instructions from the superintendent, who is in turn awaiting decision from the manager. Each man affected brings up the matter several times a day until it is decided. The cost of the decision has been a heavy one. You can readily see that seven or eight deferred decisions a day may cause great delays and high cost of productions.

In the study of the human element we reached this conclusion, that we must "develop the man." When we work our

machines beyond their capacity we shorten the life of the machines, but in most cases we can secure exactly the same machinery in the market with very little trouble. Machinery is usually a commodity kept in stock by the makers, subject to your orders. We thus have a known quantity.

In improperly developing our men we are confronted with another proposition entirely. We cannot develop the man to a capacity that leaves his mentality and physical condition impaired. If you overwork him and he is forced to leave and secure work elsewhere, you have done a great wrong to the man and his family and you have reduced the earning of your company as you must instruct and train a new man, only to have the same thing occur again. Thus our problem is to hold our men and not have them leave us. The changing of labor is a tremendous economic waste to this country.

How Men Can Be Rated

In conclusion let me say that I do not believe that any of us employers is able to rate a man by just talking with him and allowing for his experience. It is true a "bargain's a bargain" and many employers offer rates to their leaders and as long as they get away with it, all right. We have adopted a plan, which in the last two or three years has proved very successful, of basing our foremen's and leaders' rates on their lowest physical and mental capacity. By creating a comparative standing of each man based on mannerism, personality, tact, dress, executive ability, mechanical ability, clerical ability, discipline, quality of product, defective work, spoiled work and so on, we have been able to put into operation a bonus system.

After a man's standing is figured out, we place to the credit of each man a sum of money, and according to each month's record his rate plus bonus constitutes his wages. The man is never able to earn the full credit, and he knows it is up to him to get as much as he can by systematic efforts. A full report of his shortcomings is shown him each month, so that at all times the company is helping him to increase his earnings. In fact the company resents passing back to the treasurer of the company the unearned portion of the bonus.

The study of the human element is a subject and I have just touched the "high spots" as it were. I am, no doubt, biased by the environments under which I have

been trained to do justice to all. A little injustice will, no doubt, creep in here and there. A man is not necessarily a failure because I cannot develop him. Under another man with different characteristics he may be a success. There is ability in every man, but to what degree cannot always be found out. There have been opportunities for many men of ability who have not seized them.

A Man's a Man

I play a part in trying to study the other man with a full understanding that in

most essentials he is like myself. What pleases him will please me, what he likes I like, what treatment he expects I expect, he wants to be efficient just as much as I do, he craves opportunity just as much as I do, he wants success just as much as I do, he wants to be thanked for good work just as much as I do. I must give him a chance to appreciate me, and he will give me a chance to appreciate him.

Such is the study of human possibilities. Its best can only be secured by justice, consideration and right.

An Example of Loyalty

YOU probably never heard of William Jacks. He is a passenger conductor on the Rock Island railway. He has been a conductor for twenty years, and a trainman since 1881—one of those square, solid, rugged, self-reliant men who have worked hard for every advancement.

I met him on his train, and we fell to talking of the opportunities most people overlooked. I gave him my standard threadbare definition of salesmanship, "additional business without additional expense," and he gave me such a good practical example from his own experience that I want to pass it on. Jacks and his wife were going over to Kansas City for a little vacation, and to use his words:

"I was pointing out some good cornfields that were wild woods when I first came to work for the road. A lady seated opposite me overheard the conversation and introduced herself to us saying that her brothers were big cattle feeders and that they shipped lots of corn from Texas and Missouri, and that they were trying to find a place closer to home where they

could buy a few cars of corn. She thought I might know where.

"I took her brother's address, and a few days later sent him the names of three grain dealers in Iowa. In my letter I said that if the information I gave was of any value to him I was amply repaid. I said further that if he bought corn I hoped he would ship over the Rock Island, as indirectly that would help me.

"In about two weeks I had a reply, and he said he had already bought three cars of corn from one of the dealers I had mentioned, and that it all came Rock Island."

This is an incident that never came to the notice of the freight department of the Rock Island. Jacks is too modest to advertise himself but he is a splendid living example of loyalty and his act is a good example of how any man can build more business without raising his overhead a cent. Every man has influence, and that influence can be made constructive, if it hits the right groove.

—*"The Assistant Manager" in Hardware Age.*

Extra! Latest News About the San Diego Flood!

The story of the recent "flood" in southern California seems to have grown to such terrible proportions as it has spread thru the country that doubtless many believe San Diego to be well-nigh wiped out. Here are the facts:

San Diego has no rainfall for about eight months and intermittent showers in the other four months. This year started with what residents of eastern states would consider only a good, soaking rain and the run-off from the hills carried away the ranch houses in the lowlands and the debris tore out the bridges, cutting our railway communication.

► The newspaper found some good "human interest" stories in the flood, and some outside papers seemed delighted to enlarge upon the facts. The

damage was large, and probably fifteen lives were lost. Many small ranchers lost all their belongings.

The city of San Diego was damaged very little. Only one of our several sources of water supply was carried away and we have more water impounded now than at any time in years.

San Diego is very much on the map. Our beautiful exposition has started on its second year, bigger and better than ever, and even more beautiful. The sun is shining; barefoot boys are at large; the polo and tennis tournaments are on; golf is being played daily; flowers are in bloom; and the rains have brought out millions of wild flowers.

—*Guy T. Keene, president San Diego Rotary Club*

More or Less Personal



Rotarian MacMahon of the Madison, Wisconsin, club is a regent of the State University. He has recently been named by President Van Hise as chairman of a special commission to investigate the state of athletics at the University of Wisconsin. His very remarkable success as secretary of the Madison Chamber of Commerce and his creditable service to the University give promise that the investigation will be impartial and productive.

* * *

George Carter of the Minneapolis club is a great traveler. Every year he goes either to Canada or abroad. "Going abroad" in the partial sense, means going to Scotland and "going to Scotland" means gathering a quiver full of new Scotch stories. He is about to sail for Scotland, he says, and will return just as soon as he has exhausted the market of Scotch stories in Edinburgh.

* * *

Milton C. Potter, president of the Milwaukee club, is Superintendent of Schools in Milwaukee. Sometime ago he had word that one of his building superintendents had yielded to the temptation to drink. A few men talked the matter over and it was agreed the building principal should resign. After a year of diligent and manly struggle the building principal was believed to have altogether overcome this tendency. Potter then recommended him for the appointment as a building principal. The school board was unanimously against re-assigning the man to service. Potter characteristically went to the mat on the issue but preferred to work thru the committee rather than by means of open antagonism. The end of the matter was that first he obtained the majority of the board favorable to the appointment of this man and subsequently a majority of the committee.

* * *

There are two fellows in Rotary that are all the time kidding each other. One is Russ Greiner and the other is Bob Cornell. Russ Greiner was born in Ohio, Bob Cornell was born in Indiana and no one that came from Ohio has anything good to say of a man from Indiana. However, Russ often has good things to say about Bob Cornell from the state of Indiana. For illustration, when Bob was recently boasting about the wonderful climate, etc., etc., of the state of Texas, Russell Greiner remarked: "I am not surprised at all to hear you say that for it seems to me that Texas would seem like Heaven to a man that had been brought up in Indiana."

* * *

Convention visitors at Cincinnati may discover a new comedian in the person of Bill Power, secretary of the recently organized Huntington (W. Va.) Rotary Club. Bill has a bunch of stories and Rotarians who have met him say he has the best ever. If he gets away from Cincinnati without being made to tell them all he will be lucky.

"Fritz" Galbraith, as chairman of the Convention Executive Committee of the Cincinnati club, is getting to be one of the busiest men in the United States. He never misses an opportunity to attend a Rotary function and invite everybody to come to Cincinnati next July. Incidentally, he gives little parties. He gave one in New Orleans and he gave another one in Chicago—or he at least thought he did. Recently while in New York he lost his Rotary fob, set with diamonds, which was given him by the Cincinnati club at the close of his year as president. He believes he lost it while going thru the navy yard in Brooklyn.

* * *

Franklin Moore, who has been officiating as assistant secretary for the Kansas City, Missouri, Rotary Club has resigned his job to take his place with the younger generation who are making good in business. Kansas City Rotarians are sorry to lose him. They say he has been "a diplomat, a strong-arm artist and an editor all at the same instant and has batted like Ty Cobb every inning." The secretary's office of a Rotary club is a great opportunity for a young fellow that's a-coming.

* * *

Sam Cook of Syracuse is a past president of the Rotary club of that city. He is also very much interested in the automobile industry and went to Chicago to attend the automobile show. He was going to attend the Chicago Rotary Club dinner in honor of Allen Albert but took so much pains in shaving himself and was so long about it that he didn't notice that the bathtub had overflowed until the water was up around his ankles. He then rang for help and when the maid came and discovered that Sam wasn't fully attired for the dinner there was so much excitement that Sam never did get to the dinner.

* * *

Manly W. Tyree, organizer of the Rotary Club of Raleigh and its first president, died January 1st after an illness of only four days. Tyree was one of the best known portrait photographers in the United States and was active for several years as the secretary and president of the National Association of Photographers, president of the Southern Photographers Association, and also of the Association of Photographers of the Virginias and Carolinas.

* * *

Rotarian A. W. Glessner, president of the Excelsior Steel Furnace Company of Chicago, is famous for several other things. He was the first American Rotarian to make a tour of all of the Rotary clubs in Great Britain and Ireland. He has served on several committees in International Rotary. His most unique distinction has been the fact that for twenty years he has been the owner, publisher and editor of the oldest newspaper in the state of Illinois, *The Galena Gazette*, but increasing responsibilities in other enterprises made it advisable recently for him to retire as a newspaper owner and editor. He is vice-president of the Chicago Press Club.

* * *

The custom of adding some forceful sentence to the club letterhead is growing. Galesburg Rotarians have adopted this: "The measure of a man's success is in the constructive influence which he exerts on the community of which he is a part."



Rotarian Chas. H. Dewey, of London, England, is now the president of the Rotary Club of that city. Dewey was the delegate from London to the Buffalo, 1913, Rotary convention and on account of his name was dubbed "Admiral." This nickname followed him back to England and he probably never will be able to get rid of it. The accompanying picture, however, shows him in his uniform as one of the special constables of London during war time—a service in which the elder business men of London have enlisted while the younger men have gone to the front. Wouldn't it be fine if the Admiral could come over to the Cincinnati convention and bring with him a score of his fellow Rotarians from London?

* * *

Every Rotarian who knows him and all who have heard of him, will regret to hear that Uncle Charlie Woodward is not at all well. Shortly after the San Francisco convention he moved to Indianapolis, and recently Frank Turner of the San Francisco Rotary Club received the following letter from him: "I have waited too long—am no longer able to write, am failing fast, the end is soon coming, but I want to say a last word to you my dear brother, and thru you to the dear club—I am strangely stricken and my senses are failing. My dearest beloved club, farewell." Uncle Charley, who is Russell Greiner's uncle, has been an enthusiastic Rotarian for years. His address is now: C. A. Woodward, 1123 Fairfield Ave., Indianapolis, Indiana.

* * *

Guy Gundaker has been elected a member of the board of directors of the Philadelphia Greater Chamber of Commerce. The organization is bound to profit by this election.

* * *

Joe Mitchell Chapple, editor of *The National Magazine*, was discovered for Rotary by Frank Mulholland. It usually costs money to hear Chapple talk but many of the Rotary clubs have prevailed upon him to give a burst of eloquence as a contribution to Rotary. His high school talks are a specialty for Rotarians. When Chapple finished at the Rotary banquet in San Francisco, the largest ever held on the Pacific Coast, his splendid tribute to the joy and value of acquaintance was in the hands of all the leading papers of the country and reprinted in New York and other large cities under double heads. Joe's stuff is double header every time.

* * *

John E. Jewell, retail chemist member of the Rotary Club of London, was getting acquainted with Rotary in the United States during the past month. During his three weeks' stay in America, he visited New York, Chicago and San Francisco.

* * *

Glenn Mead of Philadelphia, Past President of the International Association of Rotary Clubs, celebrated his birthday last month, altho the fellow Rotarians who helped him celebrate found it difficult to realize that he was as old as some of them said he was.

Bismark Heyer, one of the organizers and the first secretary of the Rotary Club of Fort Worth, Texas, and the editor-in-chief of the All Texas edition of *THE ROTARIAN*, just prior to the Houston Convention has now joined the ranks of the Involuntary Past Rotarians, having sold out his piano business and joined the W. C. Stripling Department Store of Fort Worth. We hope Bismark will come to Cincinnati just the same. He and all other Involuntary Past Rotarians are always welcome at our convention.

* * *

Just a half dozen Rotarians of Atlanta scored a perfect one hundred per cent in attendance at the meetings of their club during the year 1915. They were Albert S. Adams, F. E. Coffee, Howard Geldert, W. G. Peebles, Llewellyn D. Scott and Kendall Weisiger.

* * *

H. O. Hanson, for some time the assistant secretary of the Mobile Rotary Club, has moved to Chicago, where he will be connected with the Federal-Huber Company (wholesale plumber supplies). The Mobile Rotarians were mighty sorry to see him leave and the club adopted resolutions expressing their regret and sense of real loss because of his departure.

* * *

The Korn brothers of Iowa and Illinois evidently are trying to monopolize the office of president of the Rotary clubs of which they are members. W. H. (Bill) Korn, recently was elected president of the Davenport Rotary Club. His two brothers occupy similar positions, John being president of the Quincy club and Otto being president of the Clinton club. Bill writes that in his election he realized the greatest ambition of his life. The three brothers are all part of the H. Korn Baking Company of Davenport, Clinton, Rock Island and Quincy.

* * *

Frank P. Manly, one of the organizers and past president of the Rotary Club of Indianapolis, and for several years vice-president and general manager of the Indianapolis Life Insurance Company, was recently honored by unanimous election to the presidency of his company.

* * *

Herbert U. Nelson, for some time the capable secretary of the Minneapolis Rotary Club, has been appointed executive secretary of the Minneapolis Real Estate board. He began work in his new position January 3, but until March 1 he continued to fill the old position with the Rotary club as well as that of secretary of the Citizens club. After March 1 he will devote all his time to the Real Estate board work. Herb has been active in civic affairs in Minneapolis for some time. Last year he was president of the Garden club and for three years he was superintendent of the Boys' Club and secretary of the Juvenile Protective league. All Rotarians will rejoice that the reward of merit has come to him.

* * *

Rotarian C. H. Woodhall of Troy, is superintendent of the Troy Boys' Club and finds that the three hundred lively members in the building every hour of every working day keep him from growing rusty. His vocation is boys and his avocation is snakes and he believes he has the best collection of both in the state of New York.

ROTARY EXTENSION WORK

From city
to city
the seed
is sown



And across
the water
Rotary takes
its course

Reports from the District Governors

William J. O'Hea
Dist. N^o 2
95 N. Fitzhugh St.
Rochester N.Y.



An official visit was made to the Albany Rotary Club the evening January 20, on which date the Albany club held their third annual dinner. This was a ladies' affair and was an extremely successful evening. William Gettinger of New York, first vice-president of the International Association, and the governor were the two speakers. The Albany club invariably makes a success of anything it attempts and this was no exception to the rule. It was one of the best banquets it has ever been my pleasure to attend and the Albany club is to be congratulated upon the splendid spirit that exists among their members.

Preliminary details for the District Conference were discussed informally with Bill Gettinger, and a letter will soon be sent to the presidents of each club in District No. 2, outlining the plans in mind and it is hoped that the conference will be held some time during the month of March.

On my travels thru the District I find that a very active interest is being taken in the Cincinnati convention.

George W. Harris
Dist. N^o 3
1311 F Street.
Washington D.C.



Thru the good work done by the Pottsville Rotarians the Rotary Club of Shamokin was organized. Fifty members of the Pottsville club went by special train to Shamokin at six o'clock in the evening returning at one a. m., to aid in effecting a permanent organization at Shamokin. The Rotary Clubs of Williamsport and Harrisburg were also represented. The result of the evening's work was the organization of the club with about forty-five charter members. Every indication points to a most successful organization there.

kin was organized. Fifty members of the Pottsville club went by special train to Shamokin at six o'clock in the evening returning at one a. m., to aid in effecting a permanent organization at Shamokin. The Rotary Clubs of Williamsport and Harrisburg were also represented. The result of the evening's work was the organization of the club with about forty-five charter members. Every indication points to a most successful organization there.

Recently Organized Club

Rotary Club of Shamokin (Pa.): Organized 13 January, 1916. The officers are: President, Emil Sanner; vice-president, Geo. J. Higgins; secretary, E. B. Raup, care Bell Telephone Company; treasurer, C. K. Morganroth.

David P. Sites
Dist. N^o 4
105 Jefferson St
Roanoke Va.



After considerable correspondence and a good deal of telegraphing the Rotary Club of Greenville, South Carolina, has been organized under the most glorious auspices. A number of men in Greenville were finally gathered together and interested in Rotary and persuaded to visit the Atlanta Rotary Club where they gained additional inspiration and enthusiasm for Rotary. It was splendid also the way in which the Atlanta Rotarians responded when asked to go to Greenville and help organize the club. President Lee Jordan of Atlanta, was requested by wire to go to Greenville and his response was a telegram stating that not only would he go, but he would take a number of other Rotarians from Atlanta with him. These boys do not know how much I appreciate their help because

at that time it was impossible for me to leave home.

Among the Atlanta Rotarians who accompanied Jordan were L. D. Hicks, Kendall Weisiger, Fred Houser, Lester L. Shivers, James Pedder, William Carlton, Wylie West and Evelyn Harris.

Recently Organized Club

Rotary Club of Greenville (S. C.): Organized 7 January, 1916. The officers are: President, J. E. Serrine; vice-president, E. M. Blythe; secretary, Robert F. Bowe, P. O. Box 987; treasurer, Arthur L. Mills.

Clubs Elected to Membership in the Association

Rotary Club of Durham (N. C.): Elected as of 1 January, 1916. The officers are: President, M. E. Newsom, Jr., 408 Peabody St.; secretary, S. C. Chambers, Geer Building.

Rotary Club of Winston-Salem (N. C.): Elected as of 1 February, 1916. The officers are: President, E. B. O. Norvel, P. O. Box 601; secretary, S. Wilson Gray, P. O. Box 31.

DISTRICT NO. 5

Club Elected to Membership in the Association

Rotary Club of Columbus (Ga.): Elected as of 1 February, 1916. The officers are: President, L. R. Christie, 1217 Second Ave.; secretary, T. W. Peters, 1151 Broad St.; treasurer, L. C. Wells, Masonic Temple.

R. A. McDowell
Dist N^o 6
906 Lincoln Bldg
Louisville Ky



Since my last report I attended the conclave of Southern clubs held in New Orleans on January 12 and 13 and enjoyed meeting the members of the different southern clubs. On my way to New Orleans I stopped at Meridian, Miss., and on the night of January 11 organized a new Rotary club there. I had extended invitations to thirty-six Meridian knights to attend the organization meeting with the understanding that no man attending was pledged to join the organization, but would be given the opportunity of expressing himself after it was finally decided to organize. The club started, however, with a charter membership of thirty-four live, up-to-date, progressive business men.

Club Elected to Membership in the Association

Rotary Club of Meridian (Miss.): Elected as of 1 February, 1916. The officers are: President, Dr. R. H. Foster, 501 Citizens Bank Bldg.; secretary-treasurer, W. L. Rogers, care R. G. Dun & Co.

DISTRICT NO. 7

Club Elected to Membership in the Association

Rotary Club of Jackson (Mich.): Elected as of 1 February, 1916. The officers are: President, C. H. Tompkins, care Jackson Corset Company; secretary, Norman Flowers, 211 Dwight Building.

W J Zimmers
Dist N^o 9
710 Wells Bldg
Milwaukee Wis



The organization work in the Ninth District is progressing very rapidly. A new club was installed at Marquette, Michigan, on January 25. A delegation of Superior Rotarians headed by their president, J. C. Crowley, Jr., and three members of the Duluth Rotary Club including Secretary Wm. M. Gravatt, accompanied the governor and attended the organization meeting.

The governor attended a meeting of the Superior club January 24 and addressed them on "The Spirit of Rotary." January 26 he attended a very large meeting at Wausau given in honor of International President Allen D. Albert.

A club has been organized at Sheboygan and the announcement of its affiliation to the International Association will be made very shortly. We expect to be called soon to Fond du Lac, Merrill, Ashland, in Wisconsin and St. Cloud and Winona in Minnesota to assist in organizing Rotary clubs in these cities.

Recently Organized Club

Rotary Club of Sheboygan (Wis.): Organized in January, 1916. The officers are: President, Julius Tragnitz, 101 North 8th St.; secretary, A. L. Sommers, care Sheboygan Association of Commerce; treasurer, Adolph Pfister, care Bank of Sheboygan.

DISTRICT NO. 10

Club Elected to Membership in the Association

Rotary Club of Dubuque (Iowa): Elected as of 1 February, 1916. The officers are: President, J. M. McFadden, 1st and Iowa Streets; secretary, W. C. Murphy, 4th and Main Streets.

DISTRICT NO. 14

Recently Organized Clubs

Rotary Club of Billings (Mont.): Organized 31 January, 1916. President, David Roe, care Roe Dry Goods Co.

Rotary Club of Great Falls (Mont.): Organized 17 December, 1915. Secretary, Dr. H. T. Laughlin, 325 Ford Building.

What the Clubs Are Doing

Messages from the Live Ones

(Contributions from correspondents for this department should reach the editor by the first of the month for insertion in the following month's issue)

District Conferences Stimulate Interest in Cincinnati Convention

FEBRUARY, the anniversary month of Rotary, saw a number of successful district conferences. These conferences are valuable for increasing acquaintance among Rotarians of different cities and they provide many opportunities for preparing members of the various clubs for the annual International Rotary convention. The district conferences held last month greatly stimulated interest in the next convention at Cincinnati in July and undoubtedly will prove to have been the means of increasing the attendance.

District No. 3 conference was held at Baltimore February 22.

District No. 4 had a two-day conference at Memphis February 22 and 23.

District No. 7 conference was held in Detroit.

District No. 8 conference was at South Bend February 22.

District No. 13 was entertained February 22 by the baby California club at Fresno.

District No. 15, joined by Rotary clubs of Western Canada, held a conference at Seattle.

Chairman Fritz Galbraith of the Cincinnati Convention Executive Committee reports that there have been nearly 4,000 reservations already made at the Ohio city for the convention, with several months left in which to work up an even greater interest.

Newark's Great Celebration

The Rotary Club of Newark, New Jersey, is taking an active interest in the celebration of the 250th anniversary of the founding of that city, which opens with a music festival on May 1 and extends thru the summer to October. They hope that all Rotarians and their friends will go to Newark sometime this year to witness those

phases of the celebration which most strongly appeal to them.

Music lovers, for instance, ought to go during the first four days in May, when the music festival will give three evening and two matinee concerts. An important feature of these concerts will be the rendition of the American cantata *Onawa* and other new music which was written in the \$500 competition, declared by critics to be of unusual merit.

From May 13 to June 3, the Anniversary Industrial Exposition will be in full blast at the big armory and here the layman and the commercial man will be able to see at a glance just what Newark is doing in its immense manufacturing concerns. This is expected to be the most noteworthy display ever set up by an American city of its own products.

"Founders' Day," which is to commemorate the actual landing of Robert Treat and his party of Puritans from Connecticut in 1666, will be observed with fitting ceremonies on May 17.

In the month of May also, the historical pageant will be given, in which several thousand people will take part and for which appropriations of about \$53,000 have been made. In this great outdoor drama, which will take place at Weequahic Park, a vivid picture will be given of main features of Newark's annals from Pilgrim days when the city was a small village on the outskirts of the wilderness, to the present city of 400,000 people and one of the greatest American producing centers.

Rotarians who are fond of athletics should reach Newark by June 10 for the National Interscholastic track and field events; or along about September 8 and 9 when the field and track national championships of the A. A. U. take place.

The Knights of Pythias hold a field day

What the Clubs Are Doing

and parade on May 25 and later in the season comes the state convention of the Elks, who expect to have in their parade at least 25,000 marchers.

The exact dates of many great events have not yet been officially decided upon, but enough is known to make it certain that the city will be the scene of interesting and stirring sights from the opening in May to the close in October.

AKRON: Professor Provides Evening in Biology

The Akron Rotary Club believes in some good scientific talk interspersed with the lighter features of the program. The main feature of the regular monthly dinner January 14 was the presence of Professor Ploughman of Akron Municipal University, who gave a wonderfully attractive evening in biology, illustrated with slides, exhibiting the stages of animal life. The weekly luncheons inaugurated last summer have done a heap to widen acquaintance in the membership and maintain interest up to almost one hundred per cent. The club now has 127 on the roster and everybody is active. New members are added slowly. There is a long line of fine material ready and anxious to find a chance to join, altho such are careful not to make it officially known.

ALBANY: 120 Boy Guests Provide Entertainment

When 120 members assembled for the weekly luncheon December 23 they found the tables in the center of the dining room occupied by 120 news boys and messenger boys. Under the direction of the fraternal committee the little visitors provided the entertainment consisting of songs, speeches and a violin solo. A little good advice from some of the members mixed with hearty good wishes made everyone feel at home. When President Elwell asked all Rotarians who had ever been news boys to rise more than thirty stood up. After singing several Rotary songs in which all joined the boys were presented with fancy bags each containing a skating cap, box of candy and an orange. In order that there might be some thought of giving, as well as receiving, the bag also contained two attractive handkerchiefs for the boy to give to his mother.

ATLANTA: "Going After a Convention," a Story by Bert Adams

There is a certain Convention that the Atlanta Rotary Club wants very much to secure, and it is paying out real honest to goodness money for space in a certain very, and rightly so, popular magazine to tell the twenty odd thousand men who make up the personnel for that Convention just how much it wants the privilege of entertaining them and just why it thinks Atlanta is the best place for them to hold their Convention.

But Atlanta is not relying solely on a magazine advertising campaign, and I want to tell you a few

other things that maybe you, fellow reader, can use sometime when the "home town" wants something very badly, as we want that aforesaid Convention.

The Atlanta Rotary Club, like all clubs located in live towns, has a great many members who travel around quite a bit. So, to begin with, we have furnished each of the members of the club with a "Certificate of Ambassadorship" to take on his travels, which first contains "Greetings to Rotarians" the world over, and then certifies to these Rotarians that the bearer is a true and loyal Rotarian and an accredited Ambassador from the Embassy of Rotary in Atlanta, and that he is empowered to extend an invitation to every Rotarian to the "Certain Convention," and "to promise you the best known brand of Rotary Hospitality." This certificate is gotten up on handsome steel engraved stock, 8 by 11, attested with the gold seal of the club, signed by the president, the secretary and the chairman of the convention committee.

And next, to each of the 215 clubs in this organization in North America and Great Britain is being sent the "Gold Bond Southern Hospitality Invitation." This is an elaborate invitation on a beautiful steel engraved certificate, 14 by 15, under the seal of the club and signed by the governor of Georgia, the mayor of Atlanta, the presidents of the Atlanta Chamber of Commerce, Retail Merchants Association, Ad Men's Club, Hotel Men's Association, Convention Bureau and every other civic organization, for they all want this Convention as much as we do. To guarantee that you can go as far as you like, we have the signature on this invitation of the chief of police.

These "Southern Hospitality Invitations," and they carry with them not only the welcome of Atlanta, but of all Georgia Rotary clubs, are being mailed in a royal purple container, so that the invitation will be received ready for framing and on the outside, in high relief gold letters is the legend "An invitation from the Atlanta Rotary Club." These invitations go on their way rejoicing, freighted with our good will and earnest desire for an opportunity to serve.

And in closing, a little secret: If you don't want every mother's son of the twenty odd thousand Rotarians to know a thing, don't let it get into THE ROTARIAN. Do they read their magazine? Ask Atlanta. We know.

AUGUSTA: Activity in Civic and Industrial Problems

Augusta is still on the map. President Back of the Savannah club was a recent visitor and remarked that one of the greatest things the Savannah club had accomplished, and of which they were justly proud, was the organization of the Augusta club.

The delegation consisting of Ashby Jones, Lawton Evans and Ed. Erbeling sent to New Orleans to attend the Southern Conclave reported a good meeting. The most important matter which engaged their attention was, "When a man becomes a Rotarian, is he always a Rotarian?"

The club has rendered valuable assistance to

What the Clubs Are Doing

The Woman's Club in the matter of cleaning up vacant lots in the city.

The most important matter in which Augusta Rotarians are interested just now is the establishment of playgrounds in the city and they have pledged their financial as well as moral support in securing the best talent in this channel.

The club is sending out letters in reference to the cotton crop of the South and maintaining the decrease in acreage, to every bank, commercial body and Rotary club in the southern states, and it is believed that much good will be accomplished. Letters also are being mailed to each of the Rotary clubs in the North and West, calling attention to the splendid attractions offered by Augusta to the tourist.

BATTLE CREEK: Active Work for Better Highways

The Rotary Club of Battle Creek is taking an active part in public affairs. A recent letter received from President Conklin says: "We feel we have quite a wonderful club. Our club started the Detroit to Chicago paved highway and I think without a doubt we are going to put it thru. We had recently a banquet when more than three hundred people were served, including, among others, a number of supervisors of the six counties in Michigan thru which this highway passes. The Kalamazoo club is giving us some valuable assistance."

BEAUMONT: Christmas Party Most Enjoyable Affair

The Christmas luncheon of the Beaumont Rotary Club this year was one of the most joyous affairs of the kind that has ever been held by the club. The luncheon was held on the Wednesday before Christmas. Will Sheppard in the guise of Santa Claus distributed presents to the women by numbers which corresponded to the numbers on the cards which were distributed when the luncheon first started. The presents consisted of everything from negro dolls to gas stoves. Mrs. E. E. Plumly got a cat which came in a large hat box with a card from Charlie Abbott, oil broker, bearing the inscription, "Wild cats are my specialty." Miss Signora Weiss drew a white rat which caused no end of consternation among the women. There was an attendance of 192.

BELFAST: Spirit of Service Strong Among Members

The Rotary Club of Belfast is flourishing, finding more and more in the Rotary movement, and is developing along Rotary lines. The members are finding out the value of the uniqueness in the Rotary movement that enables them to cultivate friendship with one another without having any clashing of business interests.

The club has settled down to the work of the new Rotary year, under the presidency of J. M. Colton. Though Secretary Boyd felt that the work was getting almost too much for him he has been in-

duced to continue his position, having the promise of assistance from Joint Hon. Secretary B. N. M'Dowell. The Rotary movement has certainly found out Mr. Boyd, and Mr. Boyd has found in the Rotary movement so many opportunities for service that what the Belfast club would do without him is quite unthinkable.

The members did not make a very big effort for Christmas, but when the needs of the tiny ones was put before them—the tiny ones in danger of lacking food or clothing because their mothers are not able to look after them, and whose fathers are fighting the battles of the Empire at the front—the members present at that particular luncheon at once said this could not be allowed and promised \$250 towards their support. At the following luncheon a further \$26 was voted towards the expense of a Christmas feed for the hungry poor youngsters. So once more the Rotary ideals were put into practice, and the members of the club enjoyed Christmas better because they knew that they had helped to make it enjoyable for others.

BUFFALO: Advent of Commission Government Celebrated

The Rotary Club of Buffalo participated in a joint civic dinner given January 8 by the Chamber of Commerce and other like bodies in honor of the mayor and councilmen and the advent of the new form of chartered commission government. President Botsford represented the Rotary club at the speakers' table. One of the unique features of the meeting was the ceremony conducted by the Buffalo Rotarians of the burying of the great hammer "Noc-no-More" which was made in Syracuse and sent by the Rotary club of that city to Buffalo to be passed on westward until it finally is consigned to the Pacific Ocean to signalize the end of all knocking. The Syracuse Rotary Club is paying all express charges. The hammer was buried in Syracuse January 1 and in Erie January 5. From Buffalo it was sent to Kansas City.

CAMDEN: Plans to Participate in Industrial Exhibit

One of the most successful monthly meetings which the Camden club has held was that presided over on the evening of February 2 by President "Lew" Goerlick, his "maiden" experience as presiding officer. The principal speaker of the evening was E. J. Berlet, former president of the Philadelphia Rotary Club, who gave the story of the rise and development of "The Walnut Street Business Men's Association," of which he is president and business manager.

Active preparations are being made for the participation in the industrial exhibit which the Board of Trade is promoting. Rotary will be represented in the exhibit in a hundred different departments.

The year has shown a net gain in membership which is both gratifying and encouraging and applications are being received thru Chairman Jackson which prophesy a banner year to come.

(Continued on page 225)

R-robie Robertson of the Oakland Rotary Club presenting the big white "Glad Hand" of the Los Angeles Club to President Lawrence of Oakland upon the return of R-robie from a visit to the southern city. Robertson wanted to carry back some good Rotary greeting and he was given the "hand" which the Los Angeles Rotarians have used on many occasions.



There's Another Frank in Toledo



Frank Chapman

We thought we knew Frank Chapman fairly well in our Toledo Rotary Club; in fact, we had him carefully classified and labeled as a "good fellow, above the average." But now, we almost feel like frowning upon the way he has disturbed our mental complacency. No, Frank is not a reactionary or any other hard name; he is simply a successful manufacturer of electrical appliances and in order to continue in a business of this nature has to be good at "figgers."

Frank picked up the motto "Acquaintance begets Friendship and Friendship begets Confidence," and glancing at our roster of nearly three hundred names his mathematical mind got to work and he said, "Can't be done in a limited lifetime."

Result: Our secretary at every meeting draws ten names out of our lottery box and these ten lucky men have lunch with Frank at the new Toledo club on the Monday following our Rotary luncheon and there over a meal at "considerable" per plate, our ingenious member proceeds to impress his friendship upon his willing victims.

By this method, it is expected that in a certain length of time the whole Rotary club individually will be in Frank Chapman's vest pocket. Here's hoping that his bank balance doesn't turn red before the writer "gets in on" one of his after lunch "Toledo club" stories which are already making him famous.

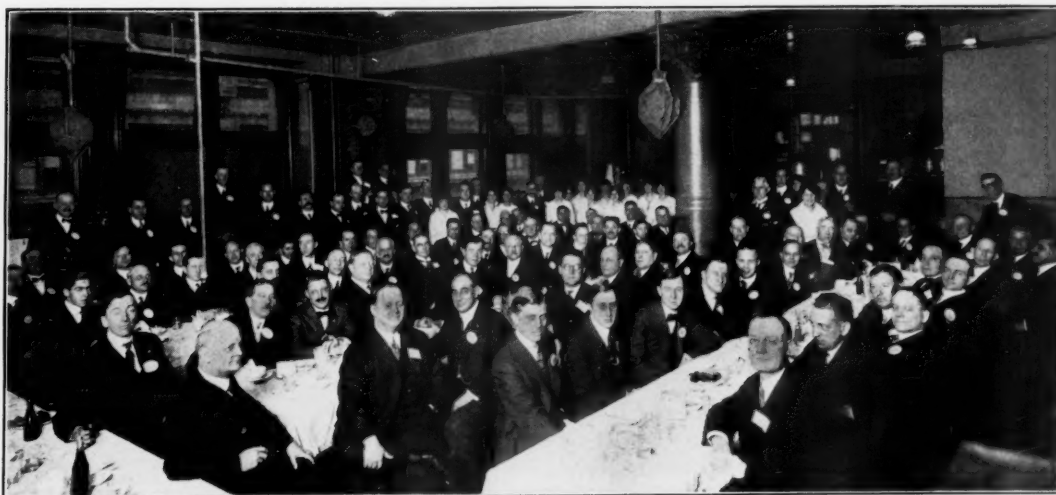
—L. G. Medbury.



Frank Mulholland of Toledo, immediate past president I. A. of R.C. and Frank D. Waterman, vice-president of the New York Rotary Club, showing off part of a string of fish they caught recently when Mulholland was a guest at the Waterman orange grove at Eustis, Florida.

Two Other Franks in Florida

The two Franks, Mulholland of Toledo and Waterman of New York, had a glorious two weeks' winter vacation at the Waterman orange grove. Toledo Frank was quickly discovered as an orator and he was secured to make the principal address at a meeting at Eustis to which an admission fee of twenty-five cents was charged. Mulholland had the delightful experience of paying a quarter to hear himself talk—and it was cheap at that—the price.



St. Louis Rotary Club Telephone Dinner (See page 246)



The Syracuse Noc-No-Mor hammer being buried at Kansas City (Mo.). The Syracuse Rotary Club started the big maul on its journey across the continent after burying it January 1 with appropriate ceremonies, typifying the end of the era of "knocking"; it was buried in Erie January 5 and in Buffalo January 8 from where it was sent to Kansas City. The Syracuse club is paying the expenses of the funeral procession to the San Francisco where it will be finally drowned and buried in the Pacific.

(WHAT THE CLUBS ARE DOING)

(Continued from page 223)

CANTON: Meeting Held in Department Store

The Canton Rotary Club held a very successful evening meeting in the big department store of W. R. Zollinger and Co. The store closes regularly at 5:30, but on Friday, January 14, the entire force of clerks remained on duty while the club was shown thru the various departments. Afterwards supper was served on the fifth floor of the building. Strickland Gillilan, of the Baltimore Rotary Club and Percival Knight entertained the members with stories. Canton had a "Ladies Night" February 18. The affair was in the nature of a Washington birthday party.

CEDAR RAPIDS: Birthday Programs Furnish Fun

Birthday programs have proved a popular diversion from the usual order of the programs. The birthday presents in December and January

caused much merriment. To the Rev. E. R. Burkhalter, D.D., known as "The Bishop," was given a tiny deck of playing cards. Kent C. Ferman, cashier of the Cedar Rapids National Bank, was given a small tin bank, with the assurance that he would find no difficulty in obtaining absolute control of it. President Brewer was given a compass to assist him in marking the course of the club and circumscribing it within due bounds. Other presents were: To Elmer C. Allen, general manager of the Street Railway, a tin "jitney" bus; Fred Lazell, club correspondent for THE ROTARIAN, a huge pencil, with the suggestion that he use it often; C. L. Van Valkenburg, fiscal agent for the Iowa Railway and Light Company, a gold brick.

CHARLESTON: Greatest Living American Contest

After a spirited contest *Sparks* was selected as the name of the Charleston Rotary Club's publication, and the second number appeared under that cognomen. At the luncheon, January 7, the feature

What the Clubs Are Doing

was to name the greatest living American and give the reasons why. The following had eloquent and enthusiastic devotees: Dr. Trudeau, John Burroughs, James Whitcomb Riley, Luther Burbank, Thomas A. Edison, Henry Ford. An "On-to Cincinnati" committee has been appointed consisting of Secretary Glenn Edgar, and G. N. Hancock and J. F. Youse representing the two trunk line railroads. "Look for our entire membership at the annual convention," warns Correspondent Matthews.

CHICAGO: Allen Albert Guest at Splendid Meeting

The biggest doings in the Chicago Rotary Club during January was the Allen Albert meeting on the 27th. Nearly every club in the Eighth District was represented, as well as many clubs from north, east, south and west. International President Albert held his audience spellbound with a masterly exposition of the significance of the growth of Rotary. Many guests of Rotarians, representatives of other business and civic organizations of Chicago, learned from his speech of the wonderful growth, thru the Rotary movement, of the higher ethics of business. New members were introduced at this meeting.

January 11, Michael Zimmer, warden of the Illinois State Penitentiary, addressed the club in a very instructive manner on "General Prison Reform."

January 13, at the regular semi-monthly night meeting a proposal to cut the night meetings to one a month was voted down after general discussion. Sixty-four new proposals for membership were acted on by the board of directors.

January 25, George F. Barber, president of the Efficiency Club of New York, gave a brilliant and masterly address.

CLEBURNE: New Park Will be Provided for the Public

The members of the Rotary Club of Cleburne are increasing their endeavors to be of public benefit. Within the last year, thru the efforts of the Rotarians, Cleburne was given her first small park. The Rotarians worked in co-operation with the Bible Study Club, an organization of women, and the park was named Biro, being a combination of the first two letters of the names of the organizations. The result of this successful effort was a recent offer by a citizen of Cleburne to deed ten or fifteen acres to the city provided the Rotarians would convert it into a park. The Cleburne Rotary Club is taking steps to accept the proposition at once.

The meetings of the club this year have seen an average attendance of about eighty per cent and the club is facing a problem in finding a suitable place to hold luncheons.

COUNCIL BLUFFS: Entire Membership out for Albert Meeting

The entire membership of the Council Bluffs Rotary Club turned out for the last meeting in January when President Albert was the guest of honor. The seventy members, with their wives and other guests, provided an audience of 160 for Presi-

dent Albert. His address opened up new avenues of thought to many and the earnest and forceful manner in which it was delivered added fresh laurels to his fame as a Rotarian and a man of broad views. In keeping with the times Dr. Matt Tinley gave a short talk on "Our Flag" in the course of which he referred both to the American flag and the Rotary flag which hung above the speakers' table.

DECATUR: Committee Selecting Public Work for Club

Secretary White of the Rotary Club of Decatur writes that they have appointed a service committee of five members, whose duty it is to bring before the club the one thing that the Rotarians as a club should get behind and push to completion for the good of the city.

EVANSVILLE: Fifty Rooms Reserved for Cincinnati Convention

The Evansville Rotary Club has completed arrangements for the reservation of the entire third floor—fifty rooms—of the Burnett Hotel at Cincinnati for the Rotary convention next July.

FORT WAYNE: Club Leads in Civic Reform Organization

Again the Fort Wayne Rotary Club has won the plaudits of all classes of citizens, by taking the leadership in the formation of an organization called the Civic Forum—composed of the president and one other member of each of the six leading town-pushing organizations—The Rotary club, Commercial club, Quest club, Retail Merchants association, Real Estate Exchange and the Automobile association. The object of this new organization is to form a clearing house for ideas which are sprung by any of the affiliated organizations; to bring concentrated action thereon, if considered worthy, and thus to accomplish results where individual efforts would promise nothing but failure or mediocre accomplishments. While six organizations are represented by two members each, seven of the twelve are Rotarians.

The Fort Wayne boys were strongly in evidence at the district gathering at South Bend on February 22. A special car over the Pennsylvania took the delegation to Plymouth, Indiana, where it was transferred to the Vandalia. As a youngster among the Indiana clubs, the Fort Wayne club feels that it picked up some good ideas at South Bend. Possibly it left a few for the other fellows.

Wilbur D. Nesbit, the popular entertainer and good fellow, went down from Chicago February 7 and gave the club something to think about and laugh about at its monthly banquet.

FRESNO: First Letter from Baby California Club

The Fresno Rotary Club entered the ranks of Rotary fellowship when the baby club of the Thirteenth District was organized Monday evening, December 13, with the aid of members of the Rotary clubs of San Francisco, San Jose, Oakland,

(Continued on page 230)

THE ROTARIAN

CHESLEY R. PERRY, Editor

PHILIP R. KELLAR, Managing Editor

Suite 1014, No. 910 Michigan Ave., Chicago, U. S. A.
Telephone, Harrison, 23; Cables, "Interotary."

Entered as second-class matter June 29, 1912, at the
Postoffice at Mount Morris, Illinois, under the
act of March 3, 1879.

Published by The BOARD OF DIRECTORS
of The INTERNATIONAL ASSOCIATION
OF ROTARY CLUBS

Office of Publication, Mount Morris, Ill., U. S. A.

Subscription Price: 15 cents the copy, \$1.00 a Year
in the U. S., \$1.25 in Canada, \$1.50 in
other Countries.

Advertising Rates will be furnished on application
FRANK R. JENNINGS, Advertising Mgr.
910 Michigan Ave., Chicago

CLUB CORRESPONDENTS

Service-Men Whose Co-operation Makes Our Magazine Successful

T. E. Smith.....Akron	M. C. Manternach.....Hartford	B. F. Scribner.....Pueblo
E. M. Cameron.....Albany	E. Towse.....Honolulu	A. O. Arnold.....Quincy
D. H. Keech.....Allentown	Henry Greenfield.....Houston	Richard S. Busbee.....Raleigh
E. P. Mathewson.....Anaconda	L. A. Clary, M. D.....Hutchinson	S. R. Kaufman.....Reading
Henry T. Sharp.....Asheville	Aucil T. Brown.....Indianapolis	R. S. Freeman.....Richmond
W. B. Seabrook.....Atlanta	C. C. Houghton.....Ithaca	C. D. Hewlett.....Roanoke, Va.
E. P. Kohl.....Auburn	R. T. Arnold.....Jacksonville	W. F. Schweiger.....Rochester
W. C. Miller, D. D. S.....Augusta	Forbes Fairbairn.....Joliet	R. C. Mitchell.....Rock Island
A. C. Baldwin.....Austin	G. L. Chadborn, Kansas City (Kas.)	C. J. Watt.....Rome
J. T. Lyons.....Baltimore	R. C. Hickman, Kansas City (Mo.)	J. Johnson.....Sacramento
J. C. McCabe.....Bay City	W. C. Fox.....Knoxville	E. C. Warriner.....Saginaw
Jas. L. Mapes.....Beaumont	F. S. Pyfer.....Lancaster	R. H. Watts.....St. John
Chas. E. White.....Belfast	L. S. Galvin.....Lima	E. Herbert.....St. Joseph
W. F. Seward.....Binghamton	W. E. Gates.....Lincoln	H. C. Martin.....St. Louis
J. Sparrow.....Birmingham (Ala.)	S. M. Brooks.....Little Rock	H. S. Thompson.....St. Paul
J. W. Newton.....Boston	A. Reid.....Liverpool	S. R. Neel.....Salt Lake City
F. H. Timpson.....Brooklyn	C. H. Dewey.....London	P. F. Loring.....San Antonio
Allan Fraser.....Buffalo	H. C. Warden.....Los Angeles	G. T. Keene.....San Diego
B. S. White.....Calgary	G. D. Crain, Jr.....Louisville	R. C. Thackara.....San Francisco
M. B. Webster.....Camden	Bernard Ragner.....McKeesport	H. D. Melvin.....San Jose
Lester DeWeese.....Canton	Bridges Smith.....Macon	C. V. Snedeker, Jr.....Savannah
F. J. Lazell.....Cedar Rapids	R. J. Neckerman.....Madison	David J. Reese.....Scranton
Wm. B. Mathews.....Charleston	W. H. Taylor.....Manchester	W. A. Graham, Jr.....Seattle
Lewis Burke.....Chattanooga	L. S. Akers.....Memphis	Dolph G. Frantz.....Shreveport
Jas. H. Butler.....Chicago	Lewis Sherman.....Milwaukee	J. R. Perkins.....Sioux City
Chas. B. Wilberding.....Cincinnati	W. C. Nichols.....Minneapolis	Geo. B. Beitner.....South Bend
J. W. Loving.....Clebune	H. W. Taylor.....Mobile	G. Wynn.....Spokane
C. V. Kerr.....Cleveland	A. T. Foster.....Moline	V. E. Bender.....Springfield (Ill.)
D. H. Winget.....Clinton	Robt. H. McCaslin.....Montgomery	S. Anderson.....Springfield (Mass.)
H. P. Brandon.....Columbus	J. S. Lewis.....Montreal	R. H. Leason.....Springfield (O.)
H. H. Edwards.....Corpus Christi	W. B. Newton.....Muskogee	D. R. Powell, M. D.....Stockton
P. L. Wills.....Dallas	S. W. McGill.....Nashville	C. D. SeCheverell.....Superior
R. E. Beede.....Davenport	W. R. Rockhold.....Newark	Milford Badgero.....Syracuse
Joseph Green.....Dayton	Geo. W. Johnson.....New Castle	W. G. Stearns.....Tacoma
Tom Pitner.....Decatur	J. T. Crebbin M. D.....New Orleans	Hamilton Horsey.....Tampa
G. E. Hancock.....Denver	A. Woodward.....New York City	L. E. Weinstein.....Terre Haute
Ernest Olmsted.....Des Moines	W. A. Cox.....Norfolk	L. G. Medbury.....Toledo
E. F. Hascall.....Detroit	W. J. McCracken, D. D. S.....Oakland	Cecil C. Howes.....Topeka
T. A. Grehan.....Dublin	A. V. Hancock.....Oklahoma City	B. A. Trestrail.....Toronto
M. I. Stewart.....Duluth	L. C. Buresh.....Omaha	J. J. Cleary.....Trenton
T. B. MacLachlan.....Edinburgh	J. M. Jordan.....Ottawa	Chas. H. Woodhall.....Troy
G. A. Martin.....El Paso	W. S. Atchison.....Owensboro	J. B. Gibbons.....Tulsa
B. L. Stringer.....Erie	C. S. Quinn.....Paducah	W. P. Kearns.....Vancouver
Albert Hollander.....Evansville	L. B. Gill.....Palestine	T. J. Goodlake.....Victoria
B. J. Griswold.....Fort Wayne	A. W. Neville.....Paris	W. A. Stein.....Vincennes
R. E. Kerr.....Fort Worth	W. B. Bryant.....Paterson	J. H. Quarles.....Waco
C. S. Osborn.....Fresno	W. P. Cunningham.....Pensacola	C. Fred Cook.....Washington
M. M. Goodsell.....Galesburg	J. T. B. Jones.....Peoria	Jas. W. Munro.....Watertown
A. P. Perkins.....Galveston	G. H. Jackson.....Philadelphia	R. C. Ray.....Wichita
R. E. Jeffery.....Glasgow	A. C. Taylor.....Phoenix	C. C. Killen.....Wilmington (Del.)
A. L. Hammer.....Grand Rapids	H. Kampf.....Piqua	C. S. Wiggins.....Winnipeg
R. H. Williams.....Halifax	A. Fink.....Pittsburgh	R. E. Follin.....Winston-Salem
Chas. T. Reid.....Hamilton	L. G. Stump.....Port Arthur	Chas. A. Fischer.....Worcester
E. F. Rowe.....Harrisburg	J. L. Wright.....Portland (Ore.)	R. S. Van Devere.....Zanesville
	A. H. Sanborn.....Providence	

Officers of International Association of Rotary Clubs

President: Allen D. Albert of Minneapolis, U. S. A.
First Vice-President: William Gettinger of New York, U. S. A.
Second Vice-President: Rob't H. Cornell of Houston, U. S. A.
Third Vice-President: E. Leslie Pidgeon of Winnipeg, Canada.
Immediate Past President: Frank L. Mulholland of Toledo, U. S. A.
 (The above constitute the Board of Directors for 1915-16.)
Secretary: Chesley R. Perry of Chicago, U. S. A.
Treasurer: Rufus F. Chapin of Chicago, U. S. A.
Sergeant-at-Arms: Albert S. Adams of Atlanta, U. S. A.

International Headquarters: 910 Michigan Avenue, Chicago, U. S. A

THE ROTARIAN *The Magazine of Service*

Advertising Department
Frank R. Jennings, Manager

25,000 Copies of This Issue Printed

These Advertising Representatives of THE ROTARIAN will be glad to furnish you with advertising rates or other information you may desire relative to advertising in your magazine.

If we have no Representative in your city, write THE ROTARIAN 910 Michigan ave., Chicago.

AKRON, OHIO	G. N. Hawkins, the Lyman-Hawkins Lumber Co., 440 So. Main St
ATLANTA, GA	W. B. Seabrook, Advertising, 910 Third National Bank Bldg.
AUSTIN, TEX	A. G. Walton, Adv. Manager, "Austin American."
BAY CITY, MICH.	James C. McCabe, Secretary, Bay City Board of Trade.
BEAUMONT, TEX	J. L. Mapes, "Beaumont Enterprise," 451 Mulberry St.
BIRMINGHAM, ALA	John Sparrow, Sparrow Adv. Agency, Amer. Trust Bldg.—also Montgomery
BOSTON, MASS	S. L. Mershon, Mershon & Klinefelter, 220 Devonshire St.
BUFFALO, N. Y.	G. A. Clauss, Wylie B. Jones, Advertising Agency.
CHICAGO, ILL.	Chas. H. Eckel, Accident Insurance, 175 W. Jackson Blvd.
CLEVELAND, OHIO	Clement M. App, 510 Cleveland Athletic Club Bldg.
CORPUS CHRISTI, TEX.	H. H. Edwards, Printer, 520 Starr St.
DALLAS, TEX	F. A. Wynne, 312 Juanita Bldg.
DAVENPORT, IOWA	Oswald Becker, Travelers Insurance Co., 715 Putman Bldg.
DAYTON, OHIO	Henry Webb, Newspaper Advertising, 1201 U. B. Bldg.
DECATUR, ILL.	Owen Scott, Life Insurance, 703 Milliken Bldg.
DENVER, COLO.	E. W. Brooks, the Smith-Brooks Printing Co., 1743 California St.
DES MOINES, IOWA	E. W. Sann, Mitchell Advertising Agency, 322 Flynn Bldg.
DUBLIN, IRELAND	Kevin J. Kenny, Advertising Agency, 58 Middle Abbey St.
DULUTH, MINN.	Wm. M. Gravatt, Walter L. Houghton Adv. Agency.
EDINBURGH, SCOTLAND	Fred L. Simons, Advertising Specialist, 8 Saint David St., North.
FORT WAYNE, IND.	B. J. Griswold, Mgr. Progressive Advertising Co., Peoples Trust Bldg
FORT WORTH, TEX	Bismark Heyer, Heyer-Mills Piano Co., 211 W. 8th St.
GLASGOW, SCOTLAND	Peter A. Menzies, Advertising Agency, 54 Gordon St.
GRAND RAPIDS, MICH.	Chas. A. Donaldson, Mgr. Toledo Plate Glass Co., 19-21 Ottawa Ave.
HALIFAX, N. S.	Fred M. Guildford, Guildford & Sons, 101 Upper Water St.
HAMILTON, ONTARIO	George F. Hobart, Hamilton Advertisers Agency.
HOUSTON, TEXAS	E. D. Shepherd, Life Insurance, 1012 Scranton Bldg.
HUNTINGTON, W. VA.	Robert F. Adams, Adams Advertising Agency, Miller-Ritter Bldg.
INDIANAPOLIS, IND.	John L. Clough, Mgr., Chance-Clough Co., 1016 Merchants Bk. Bldg.
JACKSONVILLE, FLA.	Jefferson Thomas, Thomas Adv. Agency, 606 Florida Life Bldg.
JOLIET, ILL.	Forbes Fairbairn, Joliet Herald.
KALAMAZOO, MICH.	Edward P. Munro, care The Bradstreet Co.
KANSAS CITY, MO.	Willis M. Hawkins, Advertising Agency, 200 Graphic Arts Bldg.
LINCOLN, NEBR.	H. M. Bushnell, Publisher, The Trade Review, 202 Fraternity Bldg.
LITTLE ROCK, ARK.	S. M. Brooks, Ad Writer & Counselor, 808 State Bank Bldg.
LONDON, ENG.	W. E. Barney, Frederick E. Potter, Ltd., Kingsway, W. C.
LOS ANGELES, CAL.	F. W. Johanect, Duke Advertising Agency, 814 So. Spring St.
MACON, GA.	Billy Billings, Whitehead-Hoag Co., 1009 Georgia Casualty Bldg.
MILWAUKEE, WIS.	Benjamin M. Weinberger, Ass't Sec'y The Rotary Club, Hotel Pfister.
MONTGOMERY, ALA	John Sparrow, Sparrow Advertising Agency—Birmingham, Ala.
NASHVILLE, TENN.	Clifton H. Green, Independent Adv. Company, 1st National Bank Bldg.
NEW CASTLE, PA.	Carl E. Paisley, Paisley's Pharmacy, 302 E. Washington St.
NEW ORLEANS, LA.	W. R. Burk, Architect, 840 Gravier St.
NEW YORK, N. Y.	Eugene G. MacCan, Lubricating Oils, Hotel Imperial, Broadway and 31st St
NORFOLK, VA.	C. J. Mains, Virginia-Pilot Pub. Co., Monticello Hotel.
OMAHA, NEBR.	Daniel Baum, Jr., Baum Iron Company, 13th and Harney Sts.
OTTAWA, ILL.	Chas. T. Bradford, Advertising, 610 Clinton St.
PEORIA, ILL.	Frank H. Lowe, Whitehead & Hoag Co., 300 Woolner Bldg.
PHILADELPHIA, PA.	George P. Smith, Borne, Scrymser Co., 437 Chestnut St.
PIQUA, OHIO	H. Kampf, Editor and Manager Piqua Leader-Dispatch, 122 W. Ash St.
PITTSBURGH, PA.	Elmer E. Brosius, Official Railway Guide Pub. Co., 1107 Peoples Bank Bldg.
PORTLAND, ME	Percy S. Ackerman, Trading Stamps, 22 Forest Ave.
PORTLAND, ORE.	Geo. D. Lee, Geo. D. Lee Advertising Agency, 1323 Northwestern Bk. Bldg.
PROVIDENCE, R. I.	A. H. Sanborn, Office Specialties, 26 Custom House St.
RALEIGH, N. C.	John A. Park, Publisher The Raleigh Times.
READING, PA.	Stanley R. Kaufman, Newspapers, 227 Penn St.
RICHMOND, VA.	Rufus S. Freeman, Pres. Freeman Adv. Agency.
ROCHESTER, N. Y.	Harry C. Goodwin, Fish, Lyman & Goodwin, Adv. Agents, Wisner Bldg.
ROCK ISLAND, ILL.	F. W. Burgh, Advertising, 229 18th St.
SACRAMENTO, CAL.	Jno. Morshead, The Morshead Advertising Agency, Nicholas Bldg.
SAGINAW, MICH.	H. W. Kinney, The McClure Co., 2 Holland Court.
ST. JOHN, N. B.	Ralph H. Watts, Adv. Mgr., St. John Daily Telegraph.
ST. LOUIS, MO.	C. L. Chittenden, Blackhorn Sales Co., 4201 Hartford St.
SAINT PAUL, MINN.	S. Greve, S. Greve Advertising Agency, 305 Oppenheim Bldg.
SALT LAKE CITY, UTAH	A. G. Mackenzie, Advertising and Publicity, 305 Boston Bldg.
SAN ANTONIO, TEX.	E. Y. White, E. Y. White Cleaning & Dyeing Co., 701 Ave. C.
SAN DIEGO, CAL.	E. E. Martin, Martin Adv. Agency, Am. National Bank Bldg.
SAN FRANCISCO, CAL.	H. H. Feighner, Secretary, The Rotary Club, 817-818 Humboldt Bank Bldg.
SAVANNAH, GA.	Luke O. Pettus, Advertising Agency, 215 Real Estate Bldg.
SCRANTON, PA.	R. K. Moore, International Correspondence Schools.
SOUTH BEND, IND.	W. K. Lampert Advertising, L. P. Hardy Co.
SEATTLE, WASH.	W. A. Graham, Jr., Secretary, The Rotary Club, 237 Rainier-Grand Hotel.
SYRACUSE, N. Y.	Ray Van Benschoten, Van Benschoten Advertising Agency, Union Bldg
TAMPA, FLA.	Hamilton R. Horsey, Thomas Advertising Agency, Citizens Bank Bldg.
TOLEDO, OHIO	H. H. Stalker, H. H. Stalker Adv. Co., Nasby Bldg.
TORONTO, ONT.	John P. Patterson, Norris-Patterson, Ltd. Advertising Agency, Mail Bldg.
TROY, N. Y.	Hugh M. Reynolds, Advertising Specialist, Times Bldg.
TULSA, OKLA.	J. Burr Gibbons, Convention Hall.
VANCOUVER, B. C.	Arthur L. Callopy, Callopy Adv. Co., Ltd., Jones Bldg.
VICTORIA, B. C.	C. L. Armstrong, Victoria Advertising Service, 113 Stobart Pease Bldg.
VINCENNES, IND.	R. J. Sullivan, care Vincennes Commercial.
WACO, TEX	J. M. Clement, Mgr. Western Union Tel. Co.
WICHITA, KAS	Roscoe C. Ray, The Grit Printery.

Classified Business Directory

**Here's the Place to Find
the Very Man Who Has
Exactly What You Want**

ARTIFICIAL LIMBS

LEGS MADE BY WINKLEY ARTIFICIAL LIMB CO., Minneapolis, Minn., are the best that money, science and conscientious effort can produce. Write J. H. Jepson, for catalog. Member Mp's Rotary Club.

AUCTIONEER

REAL ESTATE AND MERCHANDISE AUCTION SALES conducted anywhere in the U. S. by an expert commercial auctioneer.—C. Fred Boyer, the Rotary Auctioneer, Terre Haute, Ind.

BANKER

READING CO-OPERATIVE BANK, READING, MASS. 5 1/4%—State Audit—Send for Booklet.—Harry P. Bosson, Treas. Member Boston Rotary Club.

BUSINESS SYSTEMS

BUSINESS SYSTEMS—SHORT CUTS IN FIGURES. By Joel Hunter, C. P. A. Everybody wants it! A new book that everybody needs. Price \$5.00 postpaid. Money refunded if not satisfied. Romm & Co., Box No. 369, Atlanta, Georgia.

CANDY

BRAZIL, PECAN AND WALNUT JUMBLE WHOLE meats roasted in Butterscotch, more nuts than candy. Sample gladly mailed or one and one-half pound box \$1.00 postpaid. Zimmerman's, 251 Main St., Rochester, New York (Rotarian).

Rate for classified advertising is \$1.00 per line. Discount of 25% on a twelve insertion order, paid in advance.

CONGREGATION WANTED

THIS IS AN EFFORT TO RENDER SERVICE TO some Presbyterian Church in need of a pastor and able to pay from \$2,500 to \$3,500. The man I would recommend knows nothing of this appeal by me. He is an excellent pastor and an unusually good preacher. He is one of the best bible teachers in the country. He is not a Rotarian but is full of Rotary ideals. The case is one which will appeal to any Rotarian once the facts are made known to him. Let me tell you the facts. Address: A. D. A., care THE ROTARIAN, 910 Michigan Ave., Chicago

CORRUGATED FIBRE SHIPPING BOXES

LAWRENCE PAPER MANUFACTURING CO., Lawrence, Kansas, manufacturers of Jayhawk boxes and packing material for freight, express or parcel post. Write us for prices.

RADIATOR VALVES

"DOLE" BALL-BEARING PACKLESS RADIATOR Valves, for Steam, Hot Water and Modulating Systems. Dole Valve Co., 208 North Fifth Ave., Chicago.

ROTARY CODE OF ETHICS

A BEAUTIFUL FRAMED COPY OF THE ROTARY CODE of Ethics for only One Dollar postpaid. The Leathersmith Shops, 1033 Race St., Philadelphia, Pa.

ROTARY FLAGS

OFFICIAL ROTARY FLAGS SHOULD FLOAT FROM THE flag staff of every Rotary Hotel and meeting place. Made in all sizes according to the official design as adopted by the International Association of Rotary Clubs. Write for particulars. Carnie-Goudie Mfg. Co., Rotarians, Kansas City, Mo.

TAILORING

"ALBERT" ROTAILOR McKAY — HERE TO STAY! Maker of Mens' Clothes—Macon, G-A. Established 1890—Going strong yet!

ADVERTISING PRINCIPLES

To my mind there are only three fundamental principles in advertising, namely: to be honest, be sensible, be persistent. I say be honest, because every advertiser should remember that advertising doesn't create value, it merely tells it. The value has to be in the article itself. I say be sensible, because the majority of people who read copy are endowed with good common sense. I say be persistent, because you have to keep everlastingly at it. People soon forget and unless we keep persistently at advertising we had better not begin at all.—Hugh Chalmers.

The Honest Mattress

WITH THE GUARANTEE WINDOW

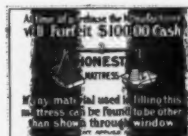


Sweet as new cotton.
Elastic as curled hair.
Moderate price. Made on honor and sent anywhere on approval. **Send for circular.**

SCRANTON BEDDING CO.

SCRANTON, PA.,

FRANK A. KAISER, Rotarian



When writing our advertisers please mention THE ROTARIAN.



Do You Sell Christmas Greeting Cards?

¶The 'leven little leathersmiths are making a wonderfully different line of these—no, not in leather—these are in unusual PAPERS—& they ARE really truly uniquely artistic!

¶May I send you some samples? It'll please & surprise you—I promise you that right now!

Yours Right Cheerily,

Chas. Happy Saccoman

For THE LEATHERSMITH SHOPS
(& Papersmiths, too)
1033 Race Street, Philadelphia, U. S. A.

The Science of Business Building

A system by which any man, old or young, may train himself in spare time to make more money in any business, profession or occupation.

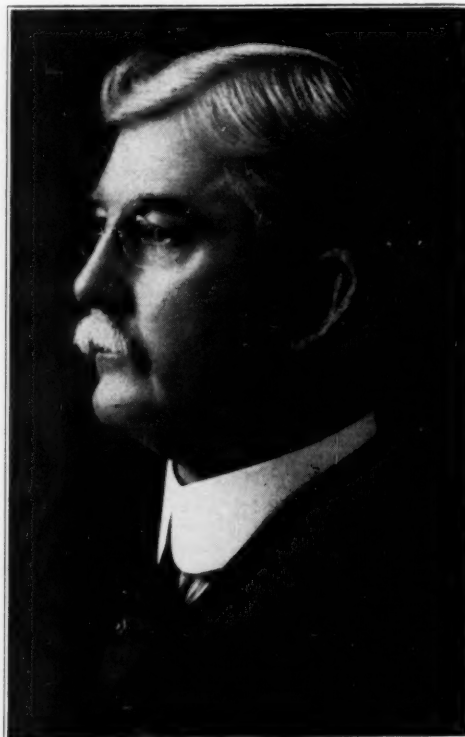
More than 75,000 men and 2,500 firms are using this success-system every day to increase mental and physical health, efficiency and prosperity.

Write for the new 48-page Sheldon Book, sent free to those who wish plain presentation of facts with no obligation assumed.

The Sheldon School
530 Gunther Bldg. CHICAGO

(WHAT THE CLUBS ARE DOING)

(Continued from page 226)



H. E. Wilkinson, President Rotary Club of Fresno.

Sacramento and Stockton. Governor H. J. Brunner presided at the organization meeting. H. E. Wilkinson, now president of the Fresno Rotary Club, former president of the Merchant's Association and one of this city's leading citizens, was chosen temporary chairman.

The organization came after considerable opposition in this city had been overcome. Franklin J. Wright, formerly of Oakland, who has lately entered business in Fresno, met arguments against the organization of a Rotary club and was chiefly responsible for the successful launching of the club. That his efforts in behalf of Rotary were appreciated was attested by his unanimous election to the club when he had announced his going to Fresno.

Enthusiasm at the organization session ran high. Speeches extolling the real Rotarian spirit and explaining the functions of Rotarians and their duties were made by William Lyon, Frank Baker and Charles O'Brien of San Jose; "Bashful" Smith, H. F. Feighner and Governor Brunner of San Francisco; A. N. Faight, Dr. D. R. Powell and J. O. Sanford of Stockton and H. E. Wilkinson and Rev. J. Harvey Deere, of Fresno.

The Fresno club has perfected a permanent organization and is now holding regular weekly luncheons at the Hotel Fresno every Monday at 12:15 o'clock.

Fresno Rotarians send their greetings to their brothers and extend a cordial invitation to visit.

(Continued on page 232)

25% SPEED GAIN

By ACTUAL TEST

This is the story of the latest achievement in typewriter efficiency—the

IMPROVED COLUMN SELECTOR

OF THE NEW

REMINGTON

This speed gain of 25% was proved conclusively in the demonstrations at the last New York Business Show.

The operator in this test wrote the same letter over and over again in the following average time:

Without Remington Column Selector—2 min., 40 sec.

With Remington Column Selector—2 min. flat.

Every comparative test made by other operators showed the same uniform speed gain of 25% or better for the Remington Column Selector.

"How did we ever get along without it?" was the comment of those who saw these demonstrations.

The Remington Column Selector is simplicity itself. All that it does is to fix instantly the starting points on the lines for the *date, address, paragraphs, yours truly*, etc. But you never can realize, until you see this test yourself, how much time is saved by this instantaneous carriage setting.

Let us show you the New Remington Column Selector. Let us show you just why and how it makes this 25% speed gain in ordinary letter writing. Call in at our office or any Remington office and ask to see a demonstration. We will make this demonstration gladly without any obligation to you.



Grand Prize, Panama Pacific Exposition

The Remington Column Selector adds nothing to the price of the typewriter but it pays for the entire machine in the saving of your operator's time.

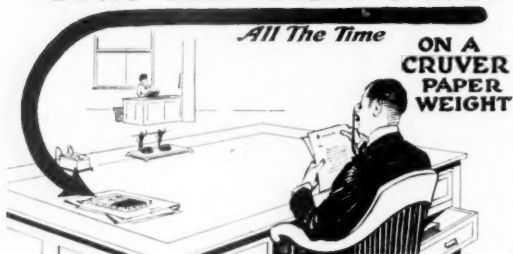
Remington Typewriter Company

(Incorporated)

NEW YORK AND EVERYWHERE

Remington Managers in 53 Cities are Rotarians.

Your Ad on His Desk



First thing in the morning—last thing at night, when he "anchors" his letters before going away; holding down his correspondence when he returns; day in, day out, for years—

Your Message is Always Before Him

A good paper weight is always kept. A CRUVER CRYSTAL PAPER WEIGHT with your advertisement standing out—clear and strong—is attractive, ornamental and useful—a lasting advertisement which is before him continually at a time that no salesman or any other ad could reach him.

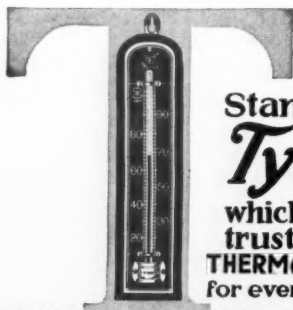
Our Genuine Hand-Painted Photo Process Is Unequaled

We reproduce any subject desired—buildings (exterior or interior views) machinery, products, trademarks, etc. in clear striking colors—enameled on the weight, insuring permanency. *Cruver Paper Weights* are made in many sizes—many styles. Write today for all facts.

CRUVER MANUFACTURING CO.

ADVERTISING SERVICE
Specialties, Novelties, Signs & Calendars
2457-2461 Jackson Blvd., Chicago

HAVE YOU A PROBLEM IN TEMPERATURE?



Stands for
Tycos
which means
trustworthy
THERMOMETERS
for every purpose

Taylor Instrument Companies
ROCHESTER N.Y.
There's a Tycos or Taylor Thermometer for Every Purpose

WHY NOT LET US HELP YOU SOLVE IT?

(WHAT THE CLUBS ARE DOING)

(Continued from page 230)

ing members to meet them over the luncheon board or at any other time. The club has been organized on a firm basis. It was selected to act as a host to the 13th District Conference, February 22.

GRAND RAPIDS: Use of Members' Stationery for Notices

The Rotarians of the Furniture City are very much interested in the plan now being followed of sending out meeting notices on the letterheads of various members instead of upon the club's stationery. Each week they use the letterhead of the firm or business house whose representative has charge of the meeting for that week. This inoffensively advertises the concern, draws particular attention to the member who is in charge of the week's meeting and saves the club the cost of stationery.

Many other clubs that have worked this stunt report a success equally as great as that in Grand Rapids.

HAMILTON: Dinner Meetings Added to Schedule

The Rotary Club of Hamilton has decided to have in addition to the bi-weekly luncheons at the Wentworth Arms a six-o'clock dinner every fifth Thursday in the months of March, June, August and November. Traveling Rotarians are requested to make a note of this. Stuart Lees of the firm of G. H. Lees & Co., manufacturing jewelers, and a hustler in the social as well as the business life of the city, succeeds Bruce Carey as president.

Jim Hamilton, salesman for the Tuckett Cigar Co., gave an illustrated talk on how cigars are manufactured and an exhibition of tobacco in its various processes of manufacture, the most appreciated of course being the finished samples of the after-dinner brands with which the genial Jim regaled the club. This luncheon was worked on the progressive table plan and was a great acquaintance helper. At the following luncheon Billy Bradford had the floor with a talk on how cigar boxes are made at the Beck plant of which he is the manager.

Local Rotarians are well to the fore in the recruiting campaign to add to the 6,000 soldiers Hamilton has already sent overseas. Many club members are in the overseas units and at a recent luncheon a hundred postal cards containing personal greetings from club members were mailed to a couple of Rotarians who are fighting in France and who had sent home a plaint that nobody was writing to them.

HUTCHINSON: Standard Constitution is Adopted

The Hutchinson Rotary Club has lost its first member by death. On January 9, Phil J. Leimbach, commercial freight agent for the Missouri Pacific Railroad, passed away after a brief illness—the cause of death being pneumonia. He was a jovial, hearty good fellow and he will be missed.

The club now has a new secretary, J. J. Newton, manager of the Jenkins Music Company. "Jay Jay" has taken hold in great shape and is rapidly working out a systematic method of doing business. They have recently adopted the new constitution and by-laws recommended by the International

(Continued on page 234)

Convention Notes

¶ Almost 400 enthusiastic Cincinnati Rotarians are working and waiting for July 16th to arrive. They realize to the full the honor that has been bestowed upon them in the privilege of entertaining the Seventh International Convention of Rotary Clubs, and are looking forward with the keenest desire to greet you with the good hand of Fellowship when you step off your train.

¶ Over 4,000 preliminary hotel reservations have been booked—Does this include you?

¶ Past International President Russell F. Greiner, of Kansas City, is Chairman of the Convention Program and Topics Committee. No man is more jealous of the good name and of the wonderful future of Rotary than Russell, consequently, topics vital to Rotary will form the basis of his Program.

¶ Cincinnati's program for your entertainment has been approved by President Allen D. Albert and the International Board. Rotary is based on Acquaintance—ACQUAINTANCE is the foundation stone of the Entertainment Program.

¶ THE LADIES? Why, of course, you will bring the Ladies. No Rotary Convention would be complete without them. They will enjoy with the men many of the entertainment features, for we have looked after that, too.

¶ DO YOU KNOW—

That Cincinnati is built on seven hills—overlooking the wonderful old Ohio?

That it is one of the greatest centers of art and music?

That the scenery about the city has been compared to that of the finest sections of Europe?

That during the Convention the moon will be at its best—full?

That you are going to gather in the wonderful Queen City of the West with over 4,000 men of Rotary, all of whom will be glad to see and know you?

That you will get more inspiration from the Convention than from any one thing that you have ever done before?

Not a word further but—

*Moonlight on the old Ohio
With the music playing low
In the cabin of the steamboat;
That is something fine, you know.*

THE EXECUTIVE COMMITTEE

And Nearly Four Hundred Other Cincinnati Rotarians


By "Fritz" Galbraith, Chairman

Horace G. Williamson, Secretary

Third and Lock Streets, Cincinnati, Ohio

Tell 'em all to Come

When writing our advertisers please mention THE ROTARIAN.



**Go to
Your
Rotary
Haberdasher
and ask
him for**

DELPARK ATHLETIC
UNDERWEAR

The most comfortable and satisfying. Delpark's patent drop-seat and the slashed leg make it roomy and pleasant. Made by Rotarians, with a guarantee of honest worth. You ought to wear it and your dealer ought to sell it. If he doesn't, write to the manufacturers.

DELPARK, Inc., Bedell
Parker, President. Broad-
way at 31st Street, New York

Rotarian George C. Brown,
Managing Director of the

Hotel Martha Washington

(Woman's Hotel)

29 East 29th St., (near Fifth Ave.)
NEW YORK

Extends a cordial invitation to the wives, daughters and women friends of fellow Rotarians to stop at his hotel when visiting the metropolis unaccompanied.

There are 500 spotless rooms. Rates \$1.50 per day and up. For parties of five or more a large room at \$1.00 per day per person. A special feature is our excellent Table d'hôte luncheon at 40 cents; dinner at 50 cents.

Comfort, Convenience and Protection, all important to the woman traveler in the metropolis, are found at the Martha Washington in their highest degree.

Illustrated booklet, "Who's Who," giving the names and vocations of 227 New York women, sent Free

(WHAT THE CLUBS ARE DOING)

(Continued from page 232)

directors. Two rules they expect to be strict about are those relating to attendance and dues.

January 13 was regular meeting night and as it happened the birthday of the club correspondent. He was presented with a beautiful set of operating "tools" purchased from Woolworth's 5 and 10 Cent Store. The birthday idea was carried out and each member responded to roll call by giving the date of his birth, this information to be kept by the secretary "for future reference." Four new members were taken in at this meeting, each one being "bibbed" and fed milk while the old members had a nice hot meal.

JOLIET: Plan for Parks and Playgrounds Endorsed

The Joliet Rotary Club has officially endorsed a movement to create a chain of municipal parks and playgrounds in Joliet. The club has appointed a committee to investigate conditions and to devise means of raising a fund for this purpose. The ulterior purpose of the movement is to provide playgrounds for children and recreation spots for adults. W. F. Weller, playground expert, spoke to the Rotarians at the weekly meeting February 1.

President Maurice F. Lennon and Superintendent of Schools R. O. Stoops, a Rotarian, were hosts to club members at a swimming party and indoor game at the Farragut school gymnasium last month (January). "Old Man" Lord was the star roofer for the Rotary indoor team which battled the Joliet Ad Club warriors, and it was thru his efforts that the Rotarians lost. He confused the umpire.

Over a dozen Rotarians, led by President Lennon and "Old Man" Lord, attended the Eighth District Conference in South Bend February 22. Plans are being made by all members of the club to insure a 100 per cent delegation to Cincinnati in July. Joliet has a surprise for other Illinois clubs along this line and will spring it in short order.

KANSAS CITY, KANSAS: Campaign Started for New Court House

The Rotary Club of Kansas City, Kansas, has successfully inaugurated a campaign for a new court house to take the place of the dilapidated building that has been in use for a great many years. The campaign has already borne fruit to the extent of prevailing upon the county commissioners to call a special election to vote bonds for the new building. President Giesburg reports further that an offer for the purchase of the bonds has already been received.

The weekly meeting of Monday, January 31, was held at 6:30 o'clock in the evening, instead of at noon. Ten new candidates were present, smiling their pleasure at being eligible to membership. Each was decorated with a card upon which his name, business, etc., was printed, and adorned with a baby picture denoting his standing as "Baby Rotarian," a baby hat, cap or bonnet, which was worn during the evening.

KANSAS CITY, (Mo.): 1917 Convention Gone After in Earnest

Correspondent Hickman of Kansas City, Mo., sends the following enthusiastic news letter:

(Continued on page 238)



Diet and Health

If you want to keep well—up to the top notch—strong, healthy, efficient—then you must know how to eat.

The body is a machine. It demands certain quantities and qualities and only under favorable conditions will the body do its most efficient work.

This book is a condensed set of health rules—every one of which may be easily followed at home. It tells how the Battle Creek Diet System has been built through years of exhaustive scientific research. It will give you a new idea of life and its possibilities.

The book is free. Write for it now.

THE BATTLE CREEK SANITARIUM

BATTLE CREEK Box 230 MICHIGAN

THE BATTLE CREEK SANITARIUM, Battle Creek, Michigan
Send me your free Diet Book: "EATING FOR EFFICIENCY."
Name _____
Street _____
City _____ State _____
Box 230



Study the Rotary Railroad Map

Note the Rotary Cities that are shown on this outline map of the Eastern half of the United States, and remember that between these and intermediate cities you get *Rotary Service, Scenery and Satisfaction* if your ticket reads over the Nashville, Chattanooga and St. Louis Railroad. The map shows the

Best Route from Southeast to Rotary Convention Cincinnati Next July

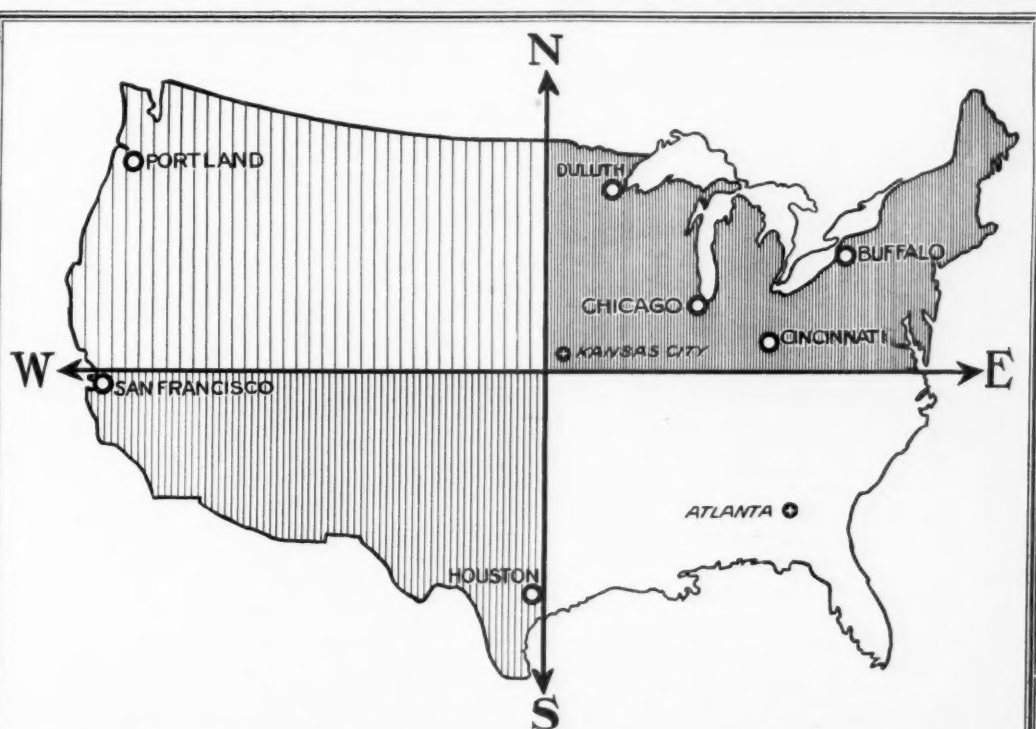
It is the best route through Florida and Georgia to the International Rotary Convention which will be held in Cincinnati next July. It will be the best route to Atlanta in 1917. See that your ticket reads via Chattanooga—Lookout Mountain—Nashville—Mammoth Cave and Louisville. **Fast Modern Trains.** Observation and Drawing Room Sleeping Cars—First-Class Coaches—Fine Dining Service—Schedules, Fares, Reservations and Information gladly furnished.



Write or Wire

J. A. VON DOHLEN, F. P. A. Jacksonville, Fla.	J. A. THOMAS, G. P. A. (Rotarian)
COLE DANLEY, D. P. A. Chattanooga, Tenn.	E. J. NALKER, T. P. A. H. C. DAVIS, T. P. A. Atlanta, Ga.
W. I. Lightfoot, A. G. P. A.	Nashville, Tenn.

Atlanta Wants You in 1917



Study the Rotary Convention Map

It reveals some remarkable facts. The Southeastern Quarter of the United States, containing twelve States lying South of the Ohio River and East of Texas, has thirty-two affiliated Rotary Clubs, and four others which will no doubt receive recognition before this advertisement is printed. This makes a total of thirty-seven Rotary Clubs in this territory, **which has never had the honor of entertaining an International Rotary Convention.** Doesn't it seem to you that Atlanta is the

Best Stage from which to extend the Rotary Service in 1917?

In the darkly shaded Northeast Quarter of the United States which embraces the nineteen States lying North of the Ohio River and East of Kansas are located one hundred and one affiliated Rotary Clubs. This territory has been the Hot Bed of Rotary for lo these many years! Including Cincinnati, it has been awarded four International Conventions, which is proper and as it should be.

The Northwestern Quarter of the United State, consisting of the eight States lying North of Kansas and West of Minnesota, has eight Rotary Clubs, and has entertained one International Convention. That's all right, isn't it?

The Southwestern Quarter of the United States, made up of the nine States lying South of Wyoming and West of Arkansas, including the great States of Texas and California, has thirty-three Rotary Clubs, and has entertained two International Conventions, which was quite in keeping with the spirit of Rotary Service.

Atlanta WANTS YOU in 1917

BADGES

FOR
POLICEMEN, WATCHMEN, DETECTIVES



Made of German Silver so they will always be bright. Substantial pins attached. Send for illustrated catalog.

Weber-Erickson-Bunting Co.
(Rotarians)
PITTSBURGH, PA.



Has
Proven
Itself a

Scale Remover

It has proven its value in some of the largest plants in the Pittsburgh District. Write for circulars. Also grinders of Charcoal, Plumbago and Graphites for all purposes.

The S. Obermayer Co.
(Rotarians)

2835 Smallman St., Pittsburgh, Pa.
Plants: Cincinnati, O.; Chicago, Ill.; Rillton, Pa.

(WHAT THE CLUBS ARE DOING)

(Continued from page 234)

"The Convention Committee reported that they had unanimously decided to recommend that we go after the 1917 convention, and Chairman Russell Greiner followed that report with a motion that the club at large endorse the finding of the committee. The club did it like a hungry man goes after a course dinner. They voted a fund of \$10,000 as a starter and then just to show what they thought of the convention idea, various brethren climbed to their feet and made voluntary subscriptions to the tune of \$4,700. There were never less than a dozen men on their feet at once clamoring for the opportunity to subscribe to the convention fund and the three men who took down the names and amounts had writer's cramp trying to keep up with the procession.

"It was the most enthusiastic meeting that Kansas City Rotary has ever had and it not only broke a record for enthusiasm, but it was also the largest meeting in point of attendance that was ever held.

"With this meeting as a starting point, Kansas City Rotary Club is going to get the Convention, and when they offer the keys of the city to the International Association with their right hand, there will be a healthy roll of \$10,000 in the left hand. WE CAN'T LOSE!"

LOUISVILLE: Convention Virus Running Riot in State

The Rotary Club of Louisville is in the midst of an attendance contest between the "Lions" and the "Lambs" and it begins to seem that when they lie down together on March 9 the "Lambs" will feed at the expense of the "Lions."

The club is showing great interest in the Cincinnati convention. The Kentucky clubs will have an entire floor at the Sinton and recently found it necessary to reserve fifty additional rooms at the Burnett. Fritz Galbraith was in Louisville February 10 to stir them up even more.

Louisville Rotarians are trying to bring about the consolidation of the Board of Trade and the Commercial Club, two organizations which have been doing the same kind of work in the city for years. Many Rotarians are members of both organizations and it looks as tho their influence will result in bringing about a consolidation.

Louisville Rotary was splendidly represented at the District Conference in Memphis, February 22 and 23.

MILWAUKEE: 100 Street Boys Given a Fine Treat

Boys picked up from the four corners of the city were guests of the club at the noon luncheon Monday, December 20. Altho every Rotarian was obliged to find his own boy one hundred were assembled in front of the Hotel Pfister at the lunch hour with boys of all ages and nationalities. Here moving pictures were taken. In the Fern room a Christmas dinner was served to this remarkable gathering. Entertainment was furnished by two clever entertainers from one of the downtown theatres. Following the dinner the boys were entertained by short talks and joined with the members in singing "O Tannenbaum" and "The Star Spangled Banner." Each boy was presented with a bank book in which

(Continued on page 242)

Raymond J. Burns, *Treas.*William J. Burns, *Pres.*W. Sherman Burns, *Sec'y.*

The William J. Burns International Detective Agency INCORPORATED

Representing

American Bankers
Association

National Retail Dry Goods
Association

Railway Ticket Protective
Bureau, Et. Al.

Baltimore
Birmingham
Boston
Brussels
Buffalo
Chicago
Cleveland

*Denver
*Detroit
Houston
Jacksonville
Kansas City
*London
Los Angeles

*Minneapolis
Montreal
New Orleans
New York
Paris
Philadelphia
Pittsburgh

Portland
Providence
San Francisco
Seattle
*Spokane
*St. Louis
St. Paul

Detective Work of the Highest Class

Members of Rotary Clubs at cities marked with asterisk

Broadway Trust Company

New York

DEPOSITS

Jan. 1, 1912.....	\$ 5,150,000
Jan. 1, 1914.....	14,970,000
Jan. 1, 1916.....	23,240,000



This Bank is the only New York State bank or trust company under the joint control and supervision of both the New York State banking department and the Federal Reserve System.

COMING OR GOING
JUST A DAY IN **LOUISVILLE** THEN YOUR TRIP
WILL BE COMPLETE

ROTARIANS from the SOUTH and SOUTHWEST:-

use the

Louisville & Nashville R. R.

en route to

CINCINNATI

and accept the invitation of the Louisville Club to stop over in Louisville. Information regarding Louisville & Nashville service may be obtained by addressing

R. D. PUSEY, Gen'l. Pass'r. Agt.
(Rotarian)

LOUISVILLE, KY.

You Have a Modern Boy—Give Him a Chance Under Modern Methods

Do you want to make a clear-brained, healthy-minded man of that boy? Then let his mind grow in a healthy body.

Our method keeps boys in the open throughout the year.

We Winter in Florida--Continuous study, continuous outdoor life! Positively no interruption in the work.

Brain and Muscle Develop Together

School Under Government Supervision--Highest award made by War Department for our military work. The only "Honor School" in the South. Graduates admitted to leading colleges and universities without examination. **Give Your Boy a Chance** by inquiring into our methods. Catalog upon application.

KENTUCKY MILITARY INSTITUTE

The School with a Winter Home in Florida

Until Jan. 3rd, 1916, - - - - - Lyndon, Ky.

Then until Apr. 22, Military Park, Fla.

C. W. Fowler, Supt., Mbr. Louisville Rotary Club.

THE ROTARY PAINT MAN

in your town knows

Pea Gee
Paints and Finishes

Three Louisville Rotarians request
that you specify them

PEASLEE GAULBERT COMPANY
INCORPORATED
Established in Louisville in 1867

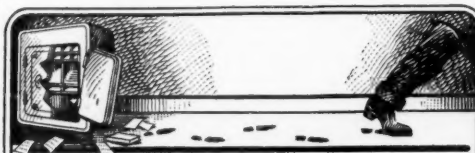


WILLEY Electric Portable Drills

Are time and labor savers. They render a real service to your workmen and save you money. Send for Catalog.

Mfr'd. exclusively by

Jas. Clark, Jr., Electric Co., Inc., Louisville, Ky.
JAS. CLARK, Jr. ROTARIANS OSCAR P. WODACK
Louisville Chicago
420 W. Main St. Machinery Hall



PICTURE EVIDENCE

is convincing With more quality engravings your catalog and booklets will sell more goods. Let us prove it by handling the "picture part" of your next edition. Samples, ideas and estimates submitted free of charge. Write us now

BUSH-KREBS CO. "IDEA" DEPT. LOUISVILLE, KY.

**COMING OR GOING
JUST A DAY IN****LOUISVILLE****THEN YOUR TRIP
WILL BE COMPLETE**

You've a Welcome From The Old Kentucky Home—

¶ When Stephens Collins Foster took his pen in hand, down at old Federal Hill in Nelson County, Kentucky, and wrote the song which has been sung around the world, reminding wanderers irresistibly of the old home ties, his genius was responding to the atmosphere of the Bluegrass.

¶ The same genial, cordial spirit which made the "Old Kentucky Home" seem to Foster to typify the idea of home, with the best that the word implies, is here today, as it was then; and the same welcome which was given to him by Kentucky is extended to you, by the Louisville Rotary Club.

¶ We want you to come to Kentucky and "visit with us a spell," as they say in this neck of the woods. When you start out to Cincinnati to attend the International Convention next July, tell the ticket agent to route you by way of Louisville. You'll have a good time, we'll have a good time; and we'll show you the things that have been making Louisville and Kentucky famous in business, as they have been in song and story.

S. A. Campbell, Secy. Louisville Rotary Club.

This invitation is extended by The Louisville Board of Trade, The Louisville Convention and Publicity League, The Rotary Club of Louisville, and The Louisville Commercial Club.

Get **THIS**, Rotarian!

EGRY Register Systems installed in every department of your business will increase efficiency, promote productivity, create enthusiasm, deliver definite results and actually save

TIME—LABOR—MONEY

Regardless as to the business in which you are engaged, whether wholesale or retail, whether manufacturer or jobber, remember—there's an

Egry Register Built for You

that will eliminate lost motion—avoid errors and reduce expense.

Say the word and our book "Egry Registers and Systems" will speed on its way to you.



The
**Egry Register
Co.**

M. C. Stern, (Rotarian) President

Dayton, Ohio

We serve you serviceably because no other policy pays

Every Waterman's Ideal Fountain Pen of the Safety Type



Can be instantly identified by
the imprint on holder

"The Safety" can be carried filled with ink, in purse, trunk, pocket or anywhere, in any position and cannot spill. The type for those who wish to carry a fountain pen other than in upright position.

From the Best Stores.

L. E. Waterman Company

173 Broadway,

New York

(WHAT THE CLUBS ARE DOING)

(Continued from page 238)

he was credited with having one dollar in the Second Ward Savings Bank. As they filed out of the Fern room each was given toys, candy, books, articles of clothing, and a purse with a coin in it. The Rotarians are determined to take a personal interest in the boys. They will investigate home conditions and give immediate help where there is need. They will watch "their boys" and look to their future. Several took "their boys" to clothing stores and fitted them out with new suits and overcoats.

International President Albert arrived in Milwaukee the evening of January 1. Sunday morning he occupied the pulpit of St. Paul's Episcopal Church and delivered a stirring sermon to a large gathering, mostly men. Monday evening a grand banquet was given in his honor. The ladies had been invited and a gathering of at least two hundred was present. At the close of his address the tables were taken away and all danced to the music of the "Rotary Special" orchestra. The keynote of Mr. Albert's message was "Service." His address awakened a desire in all to become bigger, better, and broader minded citizens.

MOBILE: Active Membership Limited to One Hundred

The Mobile Rotary Club recently limited its active membership to one hundred and the associates to one for each active member. The club gave its annual Big Brother Dinner to the messenger and news boys of the city during Christmas week and wound up with a theater party at which the boys were the guests of the club, and a noisy and happy bunch they were.

The Old Spanish Trail Association, fathered by the Mobile club and of which the officers are Rotarians, reports that the great Spanish Trail highway from Tampa, Fla., to the Pacific Coast, via Mobile, is an assured fact. The success of this undertaking is due to the untiring efforts of President Palmer Pillans and Vice-President Stewart LeBlanc, who are president and secretary of the association.

The club is doing good work under the present administration and President Pillans is setting a pace that his successor will find it extremely difficult to follow.

MONTGOMERY: Second Annual Big Brother Dinner

The Montgomery Rotary Club has been exceedingly active during the last month and has witnessed several very striking demonstrations of real service for the city. Perhaps the most notable affair the club has held was the Big Brother meeting on January 4. One year ago the club held its first Big Brother banquet, at which time every Rotarian had as his guest a young working boy. After a splendid program, the boys were given a bank book and account and urged to make a record for saving during the year, and the boys making the best records were promised prizes. The January meeting was the second banquet held, at which time there were many of the same boys present. A very enthusiastic program was carried out and a number of the boys entered into the discussion and told their experiences of the year. Prizes were awarded to the boys making the best records.

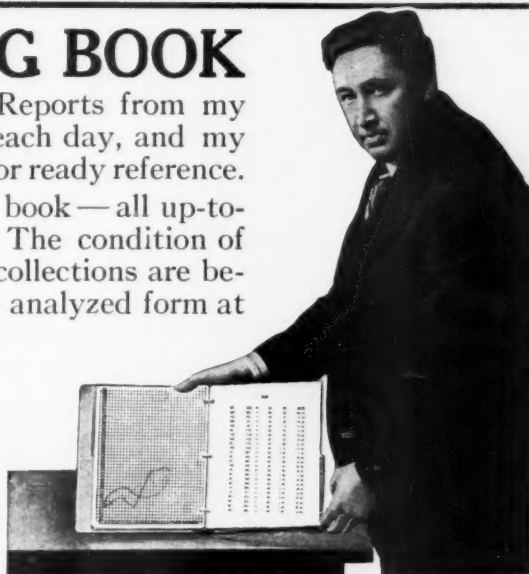
(Continued on page 244)

This **LOOSE I-P LEAF** RING BOOK

is the barometer of my business. Reports from my heads of departments are filed in it each day, and my secretary finds it easy to index them for ready reference.

There's no dead matter in the book—all up-to-date, and I get only what I need. The condition of production, bank account, sales and collections are before me in the clearest, most easily analyzed form at all times, and I can keep in touch with those conditions daily.

My personal experience with the design and workmanship of this book has led me to install **LOOSE I-P LEAF** binders and stock forms in all departments, and from the ledgers in the accounting department to the city delivery boy's receipt book, **LOOSE I-P LEAF** merchandise has made good.



All first class stationers sell **LOOSE I-P LEAF** Books and Forms
Send for Catalog 3

Irving-Pitt Manufacturing Company

Kansas City,

Largest Loose Leaf Manufacturers in the World
(Rotarian)

Missouri

Castle Brand Cream Olive Oil

Guaranteed Absolutely pure. Highest grade Obtainable.

If your grocer cannot supply you, \$1.00 will bring you one quart delivered to any post office east of the Mississippi River.

Special prices to Rotarian Hotels.

The W. A. Castle Co.,

C. D. Castle, Rotarian
Springfield, Mass.

THE CROWN HOTEL

PROVIDENCE, R. I.
FAIRNESS The Home of Simplicity, Refinement and Comfort for the Traveler
COURTESY ment and Comfort for the Traveler
GOOD SERVICE
FRED MANSFIELD, Prop., Rotarian
WM. H. WADE, Manager

Hotel Allen RATES: \$2.50 to \$5.00

Modern Restaurant

Rotary Hotel

ALLENTOWN, PA.

*Jansson wants to see you!
at the famous Hofbrauhaus
the greatest Restaurant in America
30th Street & Broadway New York
August Jansson*



When writing our advertisers please mention THE ROTARIAN.



I WILL send to any Rotarian who is interested in New York financial matters, a monthly bulletin. It is unbiased and considered by many a fair expose of the business situation. You incur no obligation in writing.

*J. Adams Brown, President
New Netherland Bank
41 West 34th St. New York*

The Rotarian Line from Chicago to Indianapolis and Cincinnati is the

MONON ROUTE

Chicago, Indianapolis & Louisville Ry.

Observation Parlor Library Cars, Dining Cars and Coaches on Day Trains. All Steel Sleeping Cars on Night Trains.

HERBERT WILEY
(Rotarian)

General Agent Pass. Dept.

104 S. Clark Street Chicago, Ill.

(WHAT THE CLUBS ARE DOING)

(Continued from page 242)

The Montgomery Pig Club, organized by the Rotary club, has also had remarkable success. More than fifty boys and girls in the country were furnished pigs by the club about a year ago and at this Big Brother meeting the result of raising pigs was told by members of the club and the boys.

Other activities of the club during the month have been participation in the Auto Show, Poultry Show and Live Stock Show.

The club is wide awake and is watching opportunities for service, and answering as one man in the words of an old Hebrew prophet, "Here am I, send me."

PHILADELPHIA: Glenn Mead Given Birthday Party

Burroughs Adding Machine Henrich again played the role of Santa Claus for the Philadelphia Rotary Club this Christmas. Donations to the amount of \$487.50 were turned in to him. Toys and packages of candy and a number of provision baskets were delivered to 2,100 needy boys and girls. Each toy was packed separately and the first name of the recipient was tagged to each package.

Rotary is again honored. Guy Gundaker has been elected a member of the Board of Directors of the Philadelphia Greater Chamber of Commerce.

At the January dinner, sixty members of the Trenton club were present. President Edw. L. Katzenbach gave a very interesting talk on "Preparedness."

The attendance at the weekly luncheon January 12 was a record breaker, mainly caused by the fact that Glenn Mead, the second International President and the father of Rotary in Philadelphia, fugit-ed over another birthday. Presents galore were thrust onto and at him. Many were quite appropriate, chiefly hair tonics and combs. Glenn arose to the occasion, comb in hand, and with divers words of appreciation made good as usual. The birthday cake in front of him and the table heaped high with gifts to the rear of him made a picture long to be remembered by his host of friends.

PHOENIX: Storms and Floods Interrupt Communications

"At the time of writing this, Phoenix and the entire Southwest is in a period of the worst storms and flood conditions ever known in this section," writes Club Correspondent Taylor. "Railroad and wire communications have been threatened and at times entirely cut. Some of the trade excursions planned by the Rotary club and Chamber of Commerce working jointly have had to be postponed.

"The attendance contest which has been used by many of the clubs with good success has been taken up and the "Hubs" and "Spokes" are now at war. The first two luncheons have brought the attendance up from sixty to over eighty per cent and we are still hoping.

"Pan-Americanism" was the subject of an address by one of our speakers the past month. He dwelt strongly on the need for America to get better acquainted with our Latin-American neighbors. One especially striking point made was that our colleges and universities require Latin and either

(Continued on page 246)

GET YOUR AUTO SPECIALTIES FROM
LANDERS
 TOLEDO

Many large factories buy Landers' goods. They have learned to expect prompt shipments, low prices, and the benefit of our long experience. We can help with your problems. We can serve you with these lines:

Buckram	Strain Straps
Mohair	Top Materials
Flaxene	(colors to match)
Enameled and Rubber Muslins	
Drills and Ducks	
Carpets	Burlap
Fibre Cord	Wadding
Transparent Celluloid	
Imitation Leather	
Bow Lining	Cushion Canvas
Webbing, Etc.	

Write for samples and prices

The Landers Bros. Co.
 Dept. R5, Toledo, Ohio



THE AMERICAN
MODEL BUILDER

Can be built with Outfit No. 4 and accessory Outfit No. 4½

Rotarians!

Get an accessory outfit for your American Model Builder

For a small extra sum you can convert your present outfit into a bigger one by adding one of our regular accessory outfits. For instance, if you have a No. 3 outfit, you can make it a No. 4 by buying accessory Outfit No. 3½; and you can make many more models than you can now.

Buy a real electric Motor

—one that will run the models you build. Price \$1 or \$1.50, depending on style. Write for catalog describing accessory outfits, motors, etc. Address

The American Mechanical Toy Co.
 458 E. First Street, DAYTON, OHIO
 Rotarian F. A. Wagner, President

Send
for
Catalog

**THE AMERICAN
MODEL BUILDER**

Send
for
Catalog



Gives a perfect protection to spare shoes. All colors, all sizes. Prices \$3.00 and up. At your dealers. Write for booklet.

THE ALLEN AUTO SPECIALTY CO.
 Manufacturers

1926 Broadway, New York. 1627 Michigan Ave., Chicago



MESCO
 TRADE MARK

Electric Iron

Reduced to three dollars

Nothing changed
but the price

Manhattan Electrical Supply Company
 Rotarian F. M. Pierce, Manager
 114 So. Fifth Avenue, Chicago
 New York St. Louis Frisco

Rotes! Read the TUEC Book

Talk about SERVICE! You don't know what the word means until you have read about the wonderful efficiency of the

TUEC STATIONARY CLEANER
For Health and Cleanliness



By taking all the cleaning drudgery out of the home together with all the dust and dirt and microbes of infectious disease, it makes the home a sweeter, happier, pleasanter place to live in.

The price of TUEC service is well within the means of every Rotarian. Write today for the book and mention the fact that you are one of us.

The United Electric Co.

Canton, Ohio—Dept. R—Toronto, Can.

Vacuum Cleaners for Hard and Constant Service

Our Special Offer is this Strictly High-Grade, Mechanically Perfect

VACUUM CLEANER

You can save many dollars on any portable cleaner from hand power up, on any heavy duty stationary or portable cleaner, whether for home hotel, church, office building, factory, railway coaches, live stock barns, or any other vacuum cleaner service.

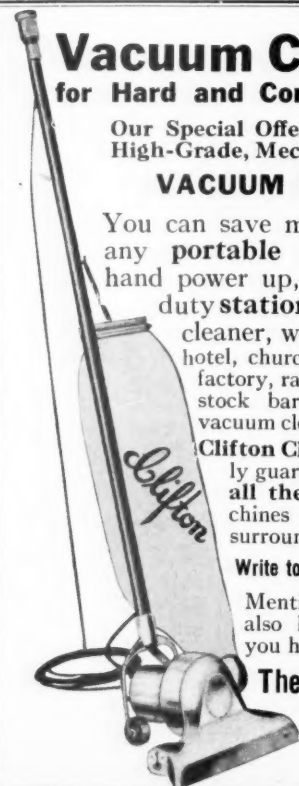
Clifton Cleaners are strongly guaranteed, they retain all the dust, other machines let it pass thru to surrounding atmosphere.

Write today for full particulars

Mention this magazine, also kind of electricity you have.

The Clifton-Pratt Co.

(Rotarians)
Cincinnati, Ohio



(WHAT THE CLUBS ARE DOING)

(Continued from page 244)

French or German, but there is not one in which Spanish, the language of every country south of the border of the United States and of our island possessions, is other than elective. Does this suggest a needed change?"

QUINCY: Wheel of Fortune Proves Unique Feature

Recently the Rotary Club of Quincy entertained the ladies at a banquet. Following the dinner there was a musical program. The surprise of the evening was the Rotary Wheel of Fortune. The Wheel of Fortune was arranged like the small wheels of fortune seen in games of chance at fairs, except that it was about eight feet in diameter, and constructed of heavy wood. It was covered with black and white cloth painted to resemble a Rotary Wheel, and the words "Rotary Club, Quincy, Ill." were painted on the side. The rim of the wheel was divided into sections by heavy nails and each section was numbered. Numbers to correspond with the numbers on the wheel were tied to presents on a table near-by. Each of the ladies present had received a number as a place card and when the chairman called the number she had, she went forward and spun the wheel, receiving the present having the number corresponding to the one on which the wheel stopped.

The Rotarians turned the Rotary Wheel for the "kids" Tuesday morning, December 28. They engaged the Orpheum theater for ten o'clock in the morning and the regular show was presented. After the performance the Rotarians distributed a Christmas package to each one present.

ROCHESTER: 60 Members Plan Trip to Cincinnati

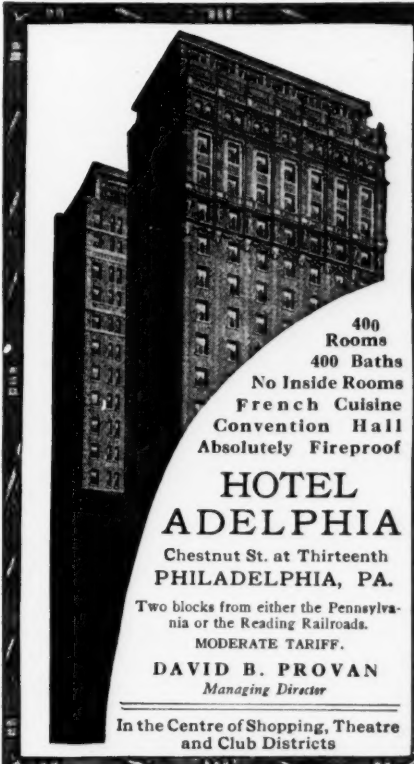
The Rochester Rotary Club had an extraordinarily interesting series of meetings during January. The Harry Lauder luncheon was the most interesting and successful ever held by the club. They invited the Rochester Ad Club to join them and approximately 500 sat down to luncheon at the Powers Hotel. Rotarian Lauder gave a very interesting talk on "Rotary" and supplemented same with several funny stories and songs. He made a very favorable impression and they look forward to a return visit with a great deal of pleasure. They also had the pleasure of listening to President Hart of the Utica club and Tom Smith, president of the Syracuse club.

The "On to Cincinnati" Committee is doing active work and as a result of their deposit plan, fashioned after the Zanesville club plan, they have upwards of sixty members who are planning to go. This will give some idea of the enthusiasm that exists in the Rotary clubs in the East, with respect to the 1916 Convention.

ST. LOUIS: Luncheon Meeting in Employees' Dining Room

A recent meeting of the St. Louis Rotary Club was held in the employees' dining room of the Bell Telephone Company. At the invitation of Rotarian Barry, superintendent of the company, the Rotary club was invited to have a noonday luncheon and be served with the same meal that is served each day to

(Continued on page 248)



400
Rooms
400 Baths
No Inside Rooms
French Cuisine
Convention Hall
Absolutely Fireproof

**HOTEL
ADELPHIA**

Chestnut St. at Thirteenth
PHILADELPHIA, PA.

Two blocks from either the Pennsylvania or the Reading Railroads.
MODERATE TARIFF.

DAVID B. PROVAN
Managing Director

In the Centre of Shopping, Theatre
and Club Districts



**CRANE'S
ICE CREAM**

PHILADELPHIA, PA.

SCOFIELD ENGINEERING CO.
... PHILADELPHIA ...
CONSULTING ENGINEERS

INVESTIGATIONS REPORTS DESIGNS SPECIFICATIONS ESTIMATES SUPERVISION	MECHANICAL INDUSTRIAL REFRIGERATING ELECTRICAL ILLUMINATING HYDRAULIC
--	--



Rotary Club Seals

Let Fellow Rotarians here,
there and everywhere know
you are Rotarian

Printed in one or more colors on our
extra double gummed plated paper.

Send for samples and
Special Club Prices.

Fenton Label Company

Incorporated
MANUFACTURERS OF

Gummed Labels, Parcel Post,
Advertising Stickers

9th & Thompson Sts., Philadelphia
E. Miner Fenton, President
Member Philadelphia Rotary Club

Oriental Rugs for Particular People

If you are looking for an Oriental Rug, send us the size and description of your room and we will tell you what we have nearest your requirements.

Oriental Rugs sent to Rotarians
on approval anywhere in U. S.

DAVIS & NAHIKIAN
Importers

378 Woodward Ave. 201-03 South 13th St.
DETROIT PHILADELPHIA

Moore Push Pins



Glass
Head

MOORE PUSH-LESS
HANGERS.

Simplify Picture-Hanging.

When you want to beautify
your home with wall decorations
be sure to ask your Rotarian
Stationery, Hardware or Photo
Supply dealer for Moore Push
Products. 10 cents.

Moore Push-pin Co., Philadelphia, Pa.



When writing our advertisers please mention **THE ROTARIAN**.

"C & C"

(Cantrell & Cochrane's)

Ginger Ale

The Champagne of Ireland

Over fifteen centuries ago St. Patrick's Well in Dublin was famous throughout Ireland.

Today the waters of this historic well are drunk the world over in "C & C" Ginger Ale.

"C & C" has the life, the sparkle, the delicious crispness of champagne, without the fire.

See that you have "C & C" at the Club weekly luncheon and the monthly dinner and order in a dozen of "C & C" for your home.

Made by CANTRELL & COCHRANE, Ltd.

(Established 1852)

DUBLIN & BELFAST

Agents for U. S. A., Messrs Edward & John Burke, Ltd., 616-620 West 46th St. NEW YORK.

who will give full information to Rotarians as to nearest point from which to obtain supplies.



Lunch With Nature!

Take this basket—Pack the most dainty luncheon, bottles and all, in a Hawkeye Refrigerator Basket. Take the family for a spin in the car or launch, away from the city's heat to a shaded nook—enjoy the refreshment which is kept deliciously cool and appetizing.

"A Rest and a

Hawkeye

Refrigerator Basket

Add Zest to the Trip"

A small piece of ice in a sanitary, non-rusting, nickel-plated compartment, away from dust, germs and insects, is the secret. Does not drip. Write for folder G, describing baskets priced as low as \$4. Dealers, write for Special Proposition.

BURLINGTON BASKET WORKS

Burlington, S. E., Iowa



You will find a

LITTLE GIANT Ice Chipping Machine

A Profit Producer

It saves you hours of time and labor and promotes efficiency. 20 different sizes and styles. Any business using chipped ice needs one. 10 days free trial. Write for Catalog T-20.

B. L. Schmidt Co.
(Rotarians)

Davenport, Iowa, U. S. A.

Gear or Pulley

(WHAT THE CLUBS ARE DOING)

(Continued from page 246)

all the employees. This cost ten cents each. They had plenty of good, wholesome bread and butter, roast beef and potato, a vegetable, coffee and dessert. After the luncheon the entire club was escorted thru the building and each department was explained by guides. This was one of the most interesting luncheons that the club has ever had. It was instructive and gave the members information about the telephone system which not many had ever had the opportunity of getting.

SCRANTON: Helps to Form Club in Wilkes-Barre

A bunch of Scranton Rotarians journeyed to Wilkes-Barre on January 12 to help them get a Rotary club started and they broke the ice with nineteen jolly, whole souled princes, who are carefully organizing. Harold N. Rust is their president.

Tudor Williams, Scranton's club secretary, sent out requests to Rotarians and to citizens thru the press for suggestions on the needs of their city, and replies are beginning to pour in. This will give a variety of ideas to work on.

Tuesday, January 18, the meeting was a unique swordfish dinner at which all were compelled to eat by the use of a knife only. Robert D. Dripps, former director of public safety of Philadelphia, talked interestingly on "Social Problems Confronting Pennsylvania and Our Part in Their Solution." Nine Rotarians from the newly organized Wilkes-Barre club were also present.

Busy "B's," all members whose names begin with B, comprised the committee, headed by Herbert Bailey, that entertained lavishly on January 31 at luncheon. They brought in addition to local talent, two complete acts from Poli's Vaudeville Theater, Rotarian Vanni, manager. An illustrated talk on the "Electrification of Steam Railroads" was ably given by Rotarian W. E. Boileau, general manager of the Scranton Traction Company. Many guests were in attendance.

SHREVEPORT: "Practical Railroading" Talk

After a holiday of two weeks the club held its first luncheon-meeting of the new year January 7, with a large attendance of members and guests. The literary part of the program was featured with an address by Rotarian Captain H. B. Hearn, superintendent of the Vicksburg, Shreveport and Pacific Railway Company, on "Practical Railroading." He referred to the change of sentiment regarding railroading by the public, which is now showing more co-operation, and urged an increase of co-operation so the railroad development may keep pace with other progress. A. C. Lea, former postmaster of Shreveport, was given five minutes to explain a plan for establishing a park association for the special benefit of young men and women working for moderate salaries.

A meeting December 10 was featured with addresses by Mrs. August Mayer, of Shreveport, owner of the Shreve Island Stock Farm, on practical raising of cattle in Louisiana. General Passenger Agent S. G. Warner of the Kansas City Southern Railway, who was a guest of Rotarian J. W. Norton at the meeting, obtained a copy of the address for repro-

(Continued on page 250)



FLORISTS In Rotary

These ROTARY FLORISTS will deliver flowers in their respective cities upon telegraphic or mail order. The best way to place an order is to leave same with your local Rotary Florist who will rush it to the Florist in the city where you wish the flowers sent. *Satisfaction guaranteed in every respect.*

ALBANY, N. Y.	WM. C. GLOECKNER, 97 State St.
ATLANTA, GA.	THE C. A. DAHL CO., 123 Peachtree St.
ATLANTIC CITY, N. J.	GEORGE H. BERKE, 1505 Pacific Ave.
AUSTIN, TEX.	HYDE PARK FLORAL CO., 822 Congress Ave.
BALTIMORE, MD.	SEIDEWITZ FLOWER SHOP, 323 No. Charles St.
BOSTON, MASS.	J. NEWMAN & SONS, 24 Tremont St.
BROOKLYN, N. Y.	J. EBB WEIR & CO., Fifth Ave. and 25th St.
BUFFALO, N. Y.	ANDERSON, THE FLORIST, 440 Main St.
BUFFALO, N. Y.	WM. F. KASTING CO., (Wholesale Only), 383 Ellicott St.
CHICAGO, ILL.	CHARLES SCHNEIDER FLORAL CO., 32 W. Washington St.
CINCINNATI, OHIO	JULIUS BAER, 138-140 E. Fourth St.
CLEVELAND, OHIO	THE JONES-RUSSELL CO., 1284-1308 Euclid Ave.
DAYTON, OHIO	THE HEISS CO., 112 So. Main St.
DETROIT, MICH.	EDWARD A. FETTERS, 114 Farmer St.
HAMILTON, ONT.	JOHN CONNOR CO., Ltd. 69 King St. East.
HARRISBURG, PA.	F. E. RIDENOUR, 1221 No. Third St.
HOUSTON, TEX.	R. C. KERR FLORAL CO., Main and McKenny Sts.
JACKSONVILLE, FLA.	MILLS, THE FLORIST, Inc., 36 W. Forsyth St.
LOS ANGELES, CALIF.	REDONDO FLORAL CO., 246 So. Spring St.
LOS ANGELES, CALIF.	WRIGHT'S FLOWER SHOP, 224 W. Fourth St.
LOUISVILLE, KY.	FRED HAUPT CO., 221 W. Jefferson St.
MACON, GA.	IDLE HOUR NURSERIES, 109 Cotton Ave.
MILWAUKEE, WIS.	A. CURRIE & COMPANY, 130 Wisconsin St.
MINNEAPOLIS, MINN.	WHITTED FLORAL CO., 34 So. Fifth St.
NASHVILLE, TENN.	JOY FLORAL CO., 601 Church St.
NEW CASTLE, PA.	FISCHER & McGRATH, 12 No. Mill St.
NEW YORK, N. Y.	C. F. BERTANZEL, The Wheatley Gardens, (Roslyn, L. I.).
NEW YORK, N. Y.	HARRY GESSNER, 1256 Broadway (Imperial Hotel).
OAKLAND, CALIF.	H. M. SANBORN, 1325 Broadway. (Also Berkeley).
OMAHA, NEBR.	L. M. ROGERS, Prop. Floral Dept., Brandeis Stores.
PATERSON, N. J.	EDWARD SCEERY, 85 Broadway. (Also Passaic, N. J.)
PHOENIX, ARIZ.	MORTON'S FLOWER SHOP, 115 No. First Ave.
PORTLAND, ORE.	MAX M. SMITH, 141 1-2 Sixth St.
PROVIDENCE, R. I.	JOHNSTON BROS. (Wholesale and Retail), 38 Dorrance St.
ROANOKE, VA.	FALLON—FLORIST.
ROCHESTER, N. Y.	H. E. WILSON, 88 Main St.
ST. LOUIS, MO.	GRIMM & GORLEY, 7th and Washington Ave.
ST. PAUL, MINN.	HOLM & OLSON, 20-24 W. Fifth St.
SEATTLE, WASH.	HOLLYWOOD GARDENS, 1534 Second Ave.
SIoux CITY, IOWA.	J. C. RENNISON CO., Sixth and Pierce Sts.
TAMPA, FLA.	BOSTAIN FLORAL CO., Y. M. C. A. Bldg.
TERRE HAUTE, IND.	HEINL'S FLOWERS, 129 So. Seventh St.
WACO, TEX.	WOLF, THE FLORIST, 422 Franklin St.
WASHINGTON, D. C.	GUDE BROTHERS CO., 1214 "F" St., N. W.
WICHITA, KAN.	CHAS. P. MUELLER, 145 No. Main St.
WORCESTER, MASS.	RANDALL'S FLOWER SHOP, 13 Pleasant St.



THE TORCH PRESS

Cedar Rapids, Iowa.

Fine Book and Job Printing

Rare Book Dealers

Write for quotations and catalog

AJAX PATENT FILE WRAPPERS

Neat, novel, durable, distinctive. For contracts, stock sheets, abstracts, deeds, type-writings, business agreements, specifications, legal papers and all forms of similar documents. Needed and useful in every office. Send postal for free sample and full particulars.

DESAULNIERS & CO., (Rotarians) Moline, Illinois

*Who, who, who are we?
Leathersmiths of Milwaukee!
Bring customers prosperity!
Villmow & Theobalt Company,*

758-760 Twelfth Street, Milwaukee, Wis.

Veni-Vidi-Vici

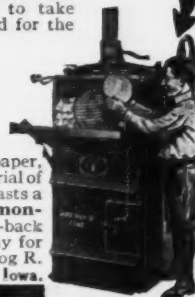
Rotarian manufacturers of Leather Goods for all purposes. Thirty years practical experience.

WANTED: Salesmen And Jobbers

We want capable salesmen and wide-awake jobbers in unassigned territory to take care of rapidly-increasing demand for the

Schick
FIREPROOF
BALING PRESS

—the best press for baling waste paper, cloth scraps, excelsior, waste material of any kind. All steel—fire-proof—lasts a lifetime—pays for itself and **earns money**. Five sizes—low prices—money-back guarantee—free trial. Write today for interesting proposition and catalog R. DAVENPORT MFG. CO., Davenport, Iowa.



When writing our advertisers please mention THE ROTARIAN.

ROTARY BANKS EVERYWHERE

Depository for
I. A. of R. C.

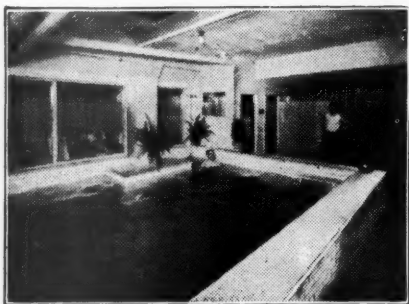
You are invited to
send us your terms
for collecting items in
your vicinity.

Write for our terms
for good "Rotary
Brand" of service.



R. F. CHAPIN, Secy.
Member Chicago Rotary Club

THE KERCHER BATHS



Produce
HEALTH and HAPPINESS
S. E. CORNER CONGRESS and WABASH
Just ask for GEORGE and say "Rotary"—
that's all.
Best Baths in Chicago Established 40 Years
(Geo. Kercher, Member of Chicago Rotary Club)

KEEPS BABY WELL



Simplex Electric Milk Warmer

Heats bottle *uniformly*
in three minutes right
at the bedside.

Doctors Recommend It
Eliminates indigestible
improperly heated
milk, "cooked" at the
bottom and only warm
on top.

Write for Lamp Socket Booklet: "The Good Fairy of Housekeeping"
SIMPLEX ELECTRIC HEATING CO.
Manufacturers of Everything for Electric Heating and Cooking
85 Sidney St., Cambridge, Mass. Member Boston Rotary Club

(WHAT THE CLUBS ARE DOING)

(Continued from page 248)

duction in *Current Events*, a publication of that road-

The club fostered a movement whereby Shreveport was given a Community Christmas Tree this year for the first time. Plans are being considered to repeat the celebration, which is to arouse a Christmas spirit permanently.

SOUTH BEND: Second Annual Party a Winner

The second annual party given on the eve of December 31 at The Oliver was a succession of interest and fun from start to finish, beginning with the presentation of the International Rotary banner by the wives of the Rotarians, and ending with the "Birth of 1916." There was dinner, dancing and vaudeville. In one corner an improvised stage with footlights and drop curtain was erected and here about eighteen Rotarians pulled off their different "stunts." During the interpretative "dance of the seasons" attention was directed to the gaily decorated globes hanging from the ceiling, representing spring, summer, autumn and winter. Floating from each were long streams of brightly colored ribbons. At the close of the dance the ladies pulled on the ribbons at the ends of which were fastened boxes containing lovely gold Rotarian pins.

The hard working secretary, Edgar T. Bonds, was the recipient of a silver tray and pitcher as a token of esteem from his fellow Rotarians. Frank E. Herring made the presentation.

Almost the entire membership met at the Oliver Hotel Sunday, January 16, and proceeded in a body to the First Presbyterian Church where seats had been reserved for them in the center of the auditorium. The pastor, Dr. C. A. Lippincott (chaplain of the club), took for his text the Rotary motto, "He Profits Most Who Serves Best."

STOCKTON: Helps Organize Club at Fresno

December 13 a committee from the Stockton club assisted Governor Brunnier and representative Rotarians from San Francisco, Oakland and San Jose in organizing the Rotary Club of Fresno.

The Stockton club again brought the Christmas cheer in a substantial practical way to many of the poor families of the city. The slogan was "Make the gift fit." Along with the good things to eat and toys for the children they supplied wearing apparel, fuel and milk for infants and tried to make their influence last longer than for one fleeting Christmas day.

SYRACUSE: Harry Lauder and Ladies Luncheon Guests

The Rotary Club of Syracuse, Inc., had the pleasure recently of entertaining Rotarian Harry Lauder of Glasgow. The regular Friday luncheon was held on Saturday, and the ladies were the guests on the same occasion. The result was an attendance of over 400 and one of the most enjoyable events they have yet had. This was the first regular noon luncheon that the ladies have ever attended.

Mr. Lauder's whole talk and visit presented another very apt illustration of the true spirit of Rotary "Service," and was enjoyed immensely.

(Continued on page 252)

One Advertiser Writes—

of the results he got from a half page ad in THE ROTARIAN.

"We received inquiries to the number of fifteen, parties making them living at points as widely separated as Auburn, Me., Birmingham, Ala., and Vancouver, B. C. There were also inquiries from New York, Pennsylvania, Indiana, New Jersey, Nebraska, Ohio, Kentucky, Virginia and Missouri. As a result of these inquiries we have opened accounts with dealers at Harrisburg, Pa., Evansville, Ind., and Lincoln, Neb."

What does each new account cost you? Perhaps you can reduce this cost by using

The Magazine of Service

**THE
ROTARIAN**

910 Michigan Avenue
Chicago

It will cost you only 2 cents to investigate

THE INDEXO Finger Tooth Brush

SANITARY

CONVENIENT

Over 250 gross of Indexo Tooth Brushes sold on the Pacific Coast since last Fall.



I NDEXO is succeeding the old germ-collecting bristle tooth brush.

No bristles to come out.

The only sanitary tooth brush on the market. Made of rubber, sterilized and sealed in a celluloid box—can be carried in vest pocket or hand bag.

Reaches all surfaces of the teeth and gums. It is flexible and fits on the index finger.

Especially valuable for massaging the gums where Pyorrhea or Rigg's disease exists.

For general use it is unequalled. For the person who travels, lunches downtown, the camper, the autoist, the invalid, or the school child, its size and convenience places it in a class by itself.

Endorsed by Dentists and Physicians

Get an Indexo Tooth Brush next time and note the improvement

INDEXO CO., Inc.

Branch Office
323 Geary,
SAN FRANCISCO

Home Office
33 W. 42nd St.,
NEW YORK



My Fireproof, Sanitary
Factory at Washington—
Capacity 50,000 Per Day.

“OFFTERDINGER’S SPECIAL”

A scientific blending of Imported and Domestic tobaccos by expert cigar makers, producing a mild, fragrant, delightful smoke that you can smoke all day long with pleasure. It's the best value ever offered anywhere by anybody. You pay 10c in any store for a cigar of like quality and merit. All the cost is put in the cigar. No bands or fancy labels. Just plain Cedar boxes or tin cans for dry climates if you prefer. I am offering you the best cigar that can be made for \$5.00 per 100 direct from FACTORY to smoker.

YOU RUN NO RISK

I will send you 100 by Parcel Post, Smoke 10—if you like them send me your check for \$5.00 in 10 days. If not return the balance and receive credit in full. Can I mail them today?



HENRY T. OFFTERDINGER

508 Ninth St., N. W.

The Rotarian Cigar Mfr. of Washington, D. C.

From My
Factory
via Parcel Post
Direct
To **YOU** For
\$5.00

Per
100

A
box
of
50
for
\$2.60

To Rotarians Everywhere

If I can be of service to
you here write me. When
in Washington use my
offices located on the
busiest street in town.

EXACT
SIZE
OFFTERDINGER'S SPECIAL

(WHAT THE CLUBS ARE DOING)

(Continued from page 250)

The last few evening meetings have not been so well attended as formerly, but this attendance difficulty is being nicely overcome by the Entertainment Committee, who are now planning things for the evening meetings which very few of the members will want to miss. At the January evening meeting the Liederkrantz Chorus of forty voices gave an excellent program.

The particularly active committee at this time is the Cincinnati Convention Committee, and if their efforts continue as successful as they have been this last few weeks Syracuse will surely be well represented at the 1916 Convention.

TACOMA: Talk on Social Service by V. P. Pidgeon

The Tacoma Rotary Club had the delightful pleasure of entertaining International Vice-President Pidgeon shortly before his removal from Vancouver to Winnipeg. He gave a splendid talk on social service and the duty of Rotarians to society. Among the many striking sentences in his talk were:

“Every man’s daily toil must be his school of virtue and let every man, by his action, lay down universal law. The attitude of many towards public affairs is epitomized in the story of the two men crossing the ocean on a liner which struck a reef: ‘Get up,’ cried one, ‘the boat is sinking.’ The other answered, ‘What do I care? I don’t own the boat.’

“Men are little more than what social conditions make them. We are unconscious of the forces that have made us what we are, and the basis of improvement is to realize what we have gathered from the common life. The relation of the individual to the community and the community to the individual was compactly stated by Kipling when he wrote ‘The strength of the wolf is the strength of the pack, and the strength of the pack is the strength of the wolf.’

“The state has no law aside from the will and the thoughts of the people. The individual therefore can make the social organism throb for good or evil. The first demand is individual virtue. Act always as a member of society. A man should seek to socialize his ideals and virtues.

“It is not the fact that you have been beaten which counts but how you fought and why.”

TERRE HAUTE: Lead Taken for Better Government

The Rotarians of Terre Haute have been generously blest at the recent meetings of the club. City Manager H. M. Waite of Dayton spoke at one meeting on city managership. Terre Haute Rotarians probably will get back of such a plan for their city. A very interesting meeting was one in December when a practical demonstration of mine rescue work was given by three men who knew how to do it—August F. Knoefel, G. T. Powell and W. W. Fleming.

President Albert’s visit and speech December 20 was the red-letter event. His talk was published in full in the Rotary morning newspaper and aroused more interest in better government than any speech delivered in the city. This, with Manager Waite’s

(Continued on page 253)

(WHAT THE CLUBS ARE DOING)*(Continued from page 252)*

talk, put the Rotary club first in the movement for better city government.

January 4 was "Judge Day" at which time the club had short talks from four of the city judges.

Governor Ralston of Indiana was the principal speaker at an extra meeting, January 6, which was ladies' night. Hundreds of dollars' worth of prizes were given to the ladies and the attendance was the largest the club has ever had.

TOPEKA: Ministerial Meeting Successful

The Topeka club had a most unusual meeting January 6. It caused considerable comment in Topeka and was of such interest that a newspaper account of it was carried on the telegraph wires. The Rev. Father John Murphy, pastor of Holy Name Parish, told the members of the club of the twenty-two years of training required for the Catholic priesthood and then explained the duties of a priest, the least important of which, he said, was the actual preaching. The address was very interesting to most of the Protestant members of the club who had little notion of the real work of a priest. The club has a regular stunt for its luncheons in that some member gives a talk on Rotary. The Rev. Dr. S. S. Estey, pastor of the First Presbyterian Church, was called upon for the Rotary talk. It was a lay sermon on "Service, the Spirit of Rotary."

TORONTO: Military Attendance Contest in Full Swing

The Toronto Rotary Club is in the midst of an attendance war which is developing a great deal of interest and enthusiasm. The membership has been divided into four armies as follows: French, No. 1; Belgium, No. 2; Russian, No. 3; British, No. 4. Each army has been given a distinctive color and a colonel to command it. B. A. Trestrail is general-in-chief of all of the armies. A schedule of battles between the different armies has been arranged and the war will be won by the army having the most men at the close of the schedule. Each army will meet each other army five times. The one with the greatest percentage of attendance wins the battle and takes as prisoners members of the opposing army who fail to attend. The attendance is figured only from the badges and any member present who does not wear his badge is considered as being absent. The only excuse for nonattendance is sickness or absence from the city, but a written note must be received by the club or the colonel of the army before the meeting to make this excuse valid. At the close of each meeting the members absent are redistributed among the various armies according to the result of the battle. Each member's badge has an emblem attached to it and it specifies the army to which he belongs and when at any time he is taken prisoner the emblem of that army is placed above it, and this process is worked as often as he changes armies. A penalty of ten cents is imposed upon the prisoner every time he changes hands. The first battle in the war took place January 7 at a night meeting and the last battle will take place April 7.

(Continued on page 254)

There is a certain quality possessed by some men which we call vitality.

It is being greatly alive—living each minute in full and keen consciousness—using the senses constantly and to full capacity.

Men of vitality, living as they do more fully than others, exercise their acute faculties in choosing the accessories of their daily lives and the means for their pleasure and comfort.

It is among such men as this that Rameses, "The Aristocrat of Cigarettes," finds its greatest and most constant demand.

Your vitality will respond instantly to its distinctive fragrance.

And nobody ever changes from Rameses.

STEPHANO BROTHERS

Incorporated
(ROTARIANS)

Philadelphia, Pa.



**OUR
BEAUTIFUL
BABY
RECORD
BOOK
FREE TO
ROTARIANS**

**WANTED
THE
BIRTH
OF A
NATION**

Just send the name of your baby and Robert Roy Denny will send the Baby Record Book and a sample of **Dennos Food**, the Wonderful Whole Wheat Milk Modifier. Address

DENNOS FOOD Ontario St., CHICAGO or PORTLAND, Oregon

**COLFAX
PONY
VEHICLES**

Our 1916
Catalog illustrates a most
complete line
of High Grade



Pony Vehicles, Pony Farm Wagons, Harness, Saddles, etc.

COLFAX MANUFACTURING CO., SOUTH BEND, INDIANA
C. A. Lancaster, Rotarian



The good old **summer** time will soon be here and **now** is the time to think about that **Pony Outfit** you are going to buy for those kiddies of yours. Write **now** for catalog of pony carts.

The Eagle Carriage Co., (Rotarians) Cincinnati, Ohio

LOST—

By several advertisers, an opportunity to develop a wonderful field. Write to the Advertising Manager of **THE ROTARIAN**—The Magazine of Service—and he will tell you how to retrieve this lost opportunity.

When writing our advertisers please mention **THE ROTARIAN**.

(WHAT THE CLUBS ARE DOING)

(Continued from page 253)

TRENTON: Dues Raised to Provide Monthly Dinner

Trenton Rotary has made a new departure for 1916, advancing the yearly dues from \$15 to \$25. Ordinarily moves of this kind are not popular but the Trenton Rotarians are going to get something worth the price. A monthly dinner is to be served without the customary per capita and in addition that meeting will be addressed by some person of distinction from out of town. A splendid start was made in January by the engagement of Dr. Paul Van Dyke, one of the two famous Van Dyke brothers of the Princeton University faculty, and he delivered one of the very best talks ever heard at the Rotary table. It was on the war's brighter side and sympathizers for both camps found it deserving of approval and applause.

The new year finds Trenton membership growing as fast as the officers will permit. There is no body in the city more popular or whose personnel has been maintained at a higher level. The great Evangelist "Billy" Sunday, talked to the members a short time ago and said many complimentary things which would have swelled the heads of men not so well balanced as the Trenton Rotarians.

TROY: Second Anniversary Celebrated at High School

The Troy Rotary Club celebrated its second anniversary on the evening of January 25 at the big Central School, one of the very few Rotary schools in the U. S. A. Prof. A. T. Lincoln of R. P. I. gave an extended address on "My Experiments and Discoveries in Chemistry During the Present War." Taking up the physiological effects of chemicals on the action of the body, he introduced several different colored pills made by himself which he said would affect the mentality of those taking them. Prof. Smith, after taking several yellow pills, made himself believe he was a lawyer and delivered an impassioned address to a court of law in attempting to save a murderer and the man was sentenced to be hanged. A green pill given to Ed. Northup made him sing a very difficult interpretation of chemical terms. Then came the hair raiser. The Rusty Hinge Quartet received a box full of pills and the noise that followed was splendid to the ear of a deaf man. Every boy went home feeling glad of being hinged to Rotary.

WACO: "If I Were Czar of Waco" Meeting Big Hit

The Rotary Club of Waco had an "If I were Czar of Waco" dinner meeting January 17, which was a big hit. Seven speakers on the program answered the question from seven different viewpoints, covering the subjects of factories and wholesale houses, happiness of the people, streets and highways, improvement and beautification of the city, freight and transportation facilities, public health, the farmer. It was announced that the last and real czar would be "in cog." He proved to be the czar who spoke from the farmer's viewpoint. The speeches were given publicity in the newspapers and many of the good ideas suggested are being taken up for action.

(Continued on page 255)

(WHAT THE CLUBS ARE DOING)

(Continued from page 254)

For some time the Rotary florist has been sending to the members upon their birthdays a potted plant accompanied by a card of birthday greetings from the club. The secretary furnishes the names each week from data secured for the club records.

Resolutions were adopted recently in favor of diversified farming in the cotton belt and sent out over the state with the hope that other organizations will take up the "live at home" idea.

WASHINGTON: Club Year Now Ends Early in May

The Rotary Club of Washington, D. C., has fallen into line and changed the time for holding its annual meeting and election of officers from the fourth Friday in January to the fourth Friday in May. This was brought about by adopting a new constitution and by-laws, which also provided for other changes, all in the line of improvement. The officers who served last year were continued in the same positions, by the adoption of the constitution, until the new annual meeting, May 26. Thus George W. Harris, the energetic governor of District No. 3, is still the Washington president, and Handsome Holcombe Johnson is secretary.

The Washington Rotarians were largely represented at the conference in Baltimore February 22, making the trip to the Monumental City and return in automobiles. Plans are well under way to take a large party in a special train to the International convention in Cincinnati next July.

WATERTOWN: Secretary of State Lansing Member of Club

"Being members of a Rotary club has one disadvantage—you've got to go some and then some more in order to do or have anything that some other Rotary club hasn't," writes Jim Munro.

"But depend upon Watertown every time! Last summer we gave 175 children of the orphan asylums an auto picnic at a lake resort and for once in our lives we saw a bunch of urchins with more than enough to eat. Christmas we give presents to the children of the Truant Farm.

"Now we're coming to the important part of our story. We have something of which no other Rotary club in the world can boast. Allow us to introduce to you the Honorable Robert Lansing, secretary of state of the United States—and member of the Rotary Club of Watertown, N. Y. Some of the boys call him 'Bob'."

WICHITA: Merchants and Bankers Are Guests

A meeting of the Wichita Rotary Club which long will be remembered was held recently when the guests were leading merchants and bankers of the southwest who were in Wichita attending the sessions of the School of Merchandising and Business Efficiency. H. H. Zuppinger of Minneapolis, manager of the Minneapolis Department of Efficiency and president of the Ad Club, gave an interesting talk on the cost of doing business.

The club is lending its support to the Roe Indian Institute of Wichita, which is the only school that takes the American Indian, after he has finished at the usual Indian school, and gives him a regular college course.

Rotary Emblems**Here are Some New Ones—**

No. 81

No. 81. (Actual Size) Charm10K \$5.50 14K \$8.00
Gold filled \$2.25**Midget Button**

Dress Suit Size

You'll want one—

No. 73 Actual Size 14K...75c



No. 71

14K Gold...\$1.35

With Fine White, Full Cut, Diamond \$4.50 to \$20.00

Regular Enameled Lapel Button

14K Gold \$1.50 10K Gold \$1.35

With Fine White Full Cut
Diamond \$4.50 to \$20.00**Small Enameled Lapel Button**

14K Gold...\$1.25

With Fine White, Full Cut, Diamond \$4.50 to \$20.00



No. 72



No. 75

Ladies' BroochGenuine Whole Pearls, Solid
Gold, Very New and in
Splendid Taste — \$7.00Order now from your jeweler,
or if he does not carry these
Emblems in stock you may order
direct from us.**The Miller Jewelry Co.**

(Cliff Miller, Rotarian)

Rotary Jewelry Catalog on application from us or
your Jeweler

GREENWOOD BLDG.

CINCINNATI.

Insist on Genuine

SHUR-ONEyeglasses
and
Spectacles**Shur-on**EYEGLASS & SPECTACLE
MOUNTINGSMADE
FOR
AND
BY**ROTARIANS**LOOK,
FEEL
QUALITY
GUARANTEED**RIGHT**

Price \$2.50 and up

Look for the name "SHUR-ON" in the bridge

E. KIRSTEIN SONS CO.

Rochester, N. Y.

Est. 1868

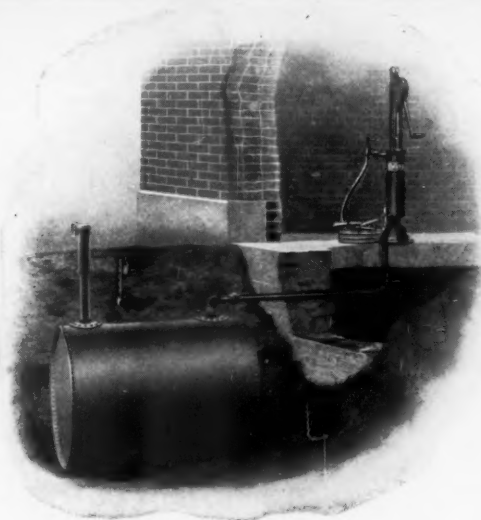
MEET IN 1917 IN



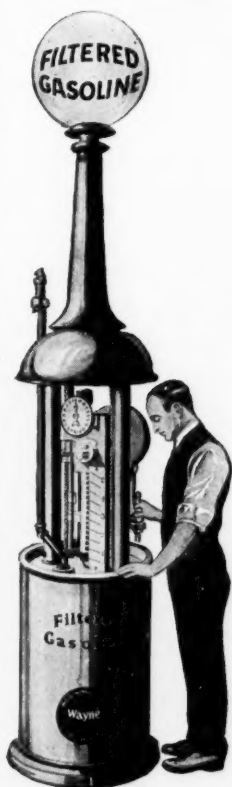
Kansas City
"The City
Beautiful"
Invites
Rotary to
Meet Here
in Convention
in 1917

Wayne

Systems of Oil Storage AND Delivery



HO! all ye fellow Rotarians!
Consult *Headquarters* on all matters of
the storage and handling of all oils and liquids!



**Gasoline Storage and Pumping Systems for
Private Garages**

**Gasoline Storage and Pumping Systems for
Public Garages**

**Curb Pumps for Dealers, with under-
ground Storage Systems**

Inside Storage and Pumping Systems
for retail and wholesale stores handling gaso-
line, kerosene, paint-oils, cylinder oils, etc.

Storage and Distributing Systems for
handling lubricating oils in power plants and factories

Storage and Distributing Systems for
handling cutting oils and lubricating oils, in machine shops

Storage and Pumping Systems for
syrops, drugs, chemicals and other liquids

Our engineering staff is on "tip toe," all the time, to
help our customers with new and better ways of preventing
leakage and evaporation—losses, reducing fire risks, facilitat-
ing the clean and accurate delivery, and in every way mak-
ing the word "Wayne" stand for service of a high order

WAYNE OIL TANK & PUMP COMPANY

No. 15 Canal Street, Fort Wayne, Indiana

W. M. GRIFFIN, President, Member Fort Wayne Rotary Club

Velie

*"The Name Insures
the Quality"*

Rotarians: This familiar reference to the Velie name and motor cars is your greatest assurance of service and satisfaction.

Half a century of manufacturing experience and one of the largest organizations in America are represented in the responsibility to the owner of every Velie car.

Compare the Velie Six Touring Car at \$1065 with any light six at any price—in power—in refinement—in luxury—in equipment. Velie Model 22 is furnished with both summer and winter top at \$1240. Four-passenger coupe \$1750. Roadster \$1045. Write for catalog of details.

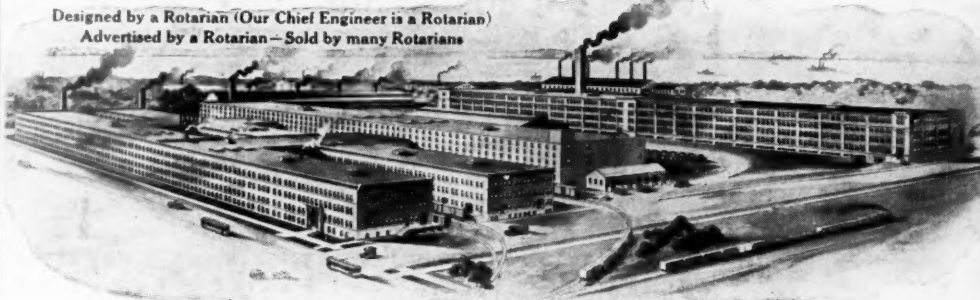
Six

\$1065

Our Watchword is also
Service

Velie Motor Vehicle Co.
122 Velie Place Moline, Ill.

Designed by a Rotarian (Our Chief Engineer is a Rotarian)
Advertised by a Rotarian—Sold by many Rotarians



Quality Has Made Necessary—A Mile of Velie Factory